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Zillow Group's Premier Agent App Celebrates First Anniversary with Major Feature Update; Brings Third Party Leads to the App

Additional deep reporting features provide more transparency in lead performance; More than 70 percent of all Zillow Premier Agents leverage the app

SEATTLE, Dec. 12, 2016 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today brought a major feature update to the Premier Agent® App, a mobile application designed for real estate professionals to manage all their contacts in one place. Since launch last year, more than 150,000 agents have downloaded or logged into the app, and more than 70 percent of Premier Agents have downloaded and used the app.

One new feature is the ability to automatically add and manage leads from third party sources. Starting today, agents can integrate more than 25 different third party lead sources into the app. New third party sources include:

- | BoldLeads®
- | BoomTown®
- | First2Contact
- | fitzgeraldcoaching.com
- | Homebidz™
- | HomeLight®
- | Homes.com®
- | HouseValueStore
- | Houston Association of REALTORS®
- | idxbroker.com
- | iHomefinder
- | Instapage
- | Kunversion
- | Landwatch
- | LeadRouter
- | ListingBooster
- | Market Leader®
- | MLSFinder
- | RE/MAX® Ridge Realty
- | RealBird®
- | Realtor.com®
- | RealtyJuggler
- | RealtyStore
- | TeamLeads.com
- | TigerLead®
- | TLCRealtyPro
- | USHUD.com
- | Zurple®

"This next iteration of the Premier Agent App is the result of a year of feedback from agents around what they need to be more efficient and successful in their interactions with clients," said Greg Schwartz, Zillow Group chief business officer. "Now, agents just need to have one password to one platform to manage all their leads - whether they come from Zillow® or Trulia®, or one of the other many lead sources they may be leveraging. We've got more than 25 sources right now, and plan to expand in the coming months."

In addition to third party leads, the next iteration of the app includes expanded functionality for team leads. Now, team leads will get better insight into lead performance, more control over the assignment of leads, and integration with Premier Agent Concierge. In addition, they can monitor their team's performance - collectively and by individual. Team leads can also set lead routing rules by price, location, and recipient to quickly deliver incoming leads to the right team members. They can also quickly and easily reassign leads amongst their team directly from the app.

"The new lead broadcast functionality is a game changer for agent responsiveness," said Schwartz. "Now, when a lead

comes in, it can be simultaneously sent to all agents, or a select few, on the team - guaranteeing that all leads are responded to nearly immediately. It's a great experience for the buyer or seller and incredibly easy for the agents."

The Premier Agent App is available for free to any real estate professional in the iOS® and Android™ app stores.

Zillow Group

Zillow Group (NASDAQ:Z and ZG) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy®, HotPads® and Naked Apartments®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping maximize business opportunities and connect to millions of consumers. The company operates a number of business brands for real estate, rental and mortgage professionals, including Mortech®, dotloop®, Bridge Interactive™ and Retsly®. The company is headquartered in Seattle.

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