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Arizona Regional Multiple Listing Service Signs New Agreement with Zillow and Trulia

SEATTLE, March 31, 2015 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced that the Arizona Regional Multiple Listing Service (ARMLS) has signed an agreement to enable its brokers to send listings directly to Zillow® and Trulia® from the MLS. ARMLS has 31,000 members throughout Arizona.

"ARMLS's market, which includes the greater Phoenix metro, is desirable for home buyers and sellers alike because homes are still affordable, the population continues to grow and home values continue to appreciate - all of which is good news to the buyers and sellers ARMLS's members represent," said Errol Samuelson, Zillow Group chief industry development officer. "Now through a direct feed to Zillow and Trulia, ARMLS members have complete control over their listings while having them marketed to the broadest audience of home shoppers on two of the most-visited real estate websites."

"When brokers choose to syndicate, ARMLS wants to provide the options to facilitate that decision," said Matthew Consalvo, CEO of ARMLS. ARMLS joins a multitude of new MLS partners including the nation's largest MLS, the California Regional MLS. Zillow and Trulia have dramatically increased the number of direct feeds in recent months. As a result, Zillow and Trulia will have a higher number of for-sale-by-agent listings on April 8, after their contracts with ListHub end, than ever before¹.

Through the Zillow Partnership Platform, real estate agents will be prominently displayed as the listing agent on all of their listings and be able to receive leads directly from Zillow. Brokerages will receive attribution, branding, a link back directly to their websites and have daily reporting access. To learn more about the platform, email mlspartners@zillow.com or call 206-757-4250. To inquire with Trulia about establishing a direct feed, please send an email to: MLS@trulia.com.

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Zillow Group

Zillow Group (NASDAQ:Z) 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® and HotPads®. 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 Postlets®, Mortech®, Diverse Solutions®, Market Leader® and Retsly™. The company is headquartered in Seattle.

Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, and HotPads are registered trademarks of Zillow, Inc. Retsly is a trademark of Zillow, Inc. Trulia is a registered trademark of Trulia, Inc.

¹ Notwithstanding seasonality and market inventory fluctuations, as a result of the increase in direct feeds, Zillow and Trulia will have a larger percentage of active listings than they would have if the ListHub contracts had not ended.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/arizona-regional-multiple-listing-service-signs-new-agreement-with-zillow-and-trulia-300058157.html>

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