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## ReeceNichols Joins Zillow Pro for Brokers

### Brokerage will be the first partner to benefit from new enhancements to the program in 2015

SEATTLE, Jan. 28, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home-related marketplace, today announced that ReeceNichols has joined the Zillow® Pro for Brokers program. Based throughout Kansas and Missouri, ReeceNichols has 18 offices and approximately 2,000 agents in the Kansas City metro area who are participating in the program.

ReeceNichols is also the first brokerage to enroll in the recently launched Zillow Pro for Brokers Plus program. Through the new program, the brokerage benefits from new branding opportunities, including high visibility brokerage branding and enhanced company information on all listings as well as new, dedicated brokerage pages showcasing agents, agent reviews, listings, a company video and agent recruiting tools directly on Zillow. These new features will be rolled out through 2015 to participating brokers.

"It made the most sense to our home sellers that their homes be seen on the real estate website millions of consumers are using," said Linda Vaughan, ReeceNichols' CEO and president. "We are incredibly excited to be able to take advantage of the new branding opportunities Zillow is offering our brokerage. Now, we have the security of a direct feed to Zillow so our listings will always be timely and accurate, and our brokerage will have excellent representation on all our listings. This program demonstrates our dedication to offering world-class marketing, technology tools, and training and development resources for our agents so they can provide unparalleled stability and strength to consumers. It's a great opportunity for our agents and sellers alike."

Zillow Pro for Brokers is a free, five-point program that improves listings accuracy, provides better reporting, includes a powerful contact follow-up system and increases the visibility of listing agents for participating brokerages. In addition to retaining ownership of their data, brokerages' agents will always be displayed first next to their listings, as well as have their logo and outbound link to their websites included with the listings.

To learn more about Zillow Pro for Brokers or Zillow Pro for Brokers Plus, email [partners@zillow.com](mailto:partners@zillow.com) or call 206-757-4250.

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#### **About Zillow, Inc.**

Zillow, Inc. (NASDAQ:Z) operates the leading real estate and home-related information marketplaces on mobile and the Web, with a complementary portfolio of brands and products that help people find vital information about homes, and connect with the best local professionals. Zillow's brands serve the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition, Zillow offers a suite of tools and services to help local real estate, mortgage, rental and home improvement professionals manage and market their businesses. Welcoming 73 million unique users in December 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgages, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Mortechn®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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