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Coldwell Banker Honig-Bell, Prudential Tropical Among 33 Additional Brokerages to Join Zillow Pro for Brokers Program

Strong Interest Prompts Second Round of Partnerships During Beta Period

SEATTLE, Nov. 9, 2012 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced that 33 real estate brokerages, in addition to the 15 original partners, will participate in Zillow Pro for Brokers™. The program, which is in the beta version, now includes 48 brokerages from across the country.

The previously announced Zillow Pro for Brokers is a free, five-point program that will improve listings accuracy, provide better reporting, include a powerful contact follow-up system and increase the visibility of listing agents.

The 33 brokerages making up the second round of partnerships are:

- Assist2Sell, Nevada
- Award Realty, Arizona
- Better Homes and Garden Rand Realty, New York
- Better Homes and Garden Gary Greene, Texas
- California Homes Realty, California
- CES Premier Real Estate, California
- Coldwell Banker Honig-Bell, Illinois
- Coldwell Banker Conroy Marable Holleman, Tennessee
- Coldwell Banker Roth Wehrly Graber, Indiana
- Daniel Ravenel Sotheby's International Realty, South Carolina
- DPR Realty, Arizona
- Equestrian Sotheby's International Realty, Florida
- Executive Real Estate, Washington
- First Team Real Estate, California
- Homesville Real Estate, Texas
- Kinlin Grover Real Estate, Massachusetts
- Lori Blank & Associates, Arizona
- Mel Foster Co., Iowa
- Prudential Locations, Hawaii
- Prudential PenFed Realty, Tennessee
- Prudential Tropical, Florida
- Randall Realty Group, Massachusetts and Rhode Island
- RE/MAX Ability Plus, Indiana
- RE/MAX Diamond, Arizona
- RE/MAX Excalibur, Arizona
- RE/MAX Palos Verdes Execs, California
- RE/MAX Renaissance, Arizona
- Red Oak Realty, California
- Solutions Real Estate, Arizona
- Tarbell Realty, California
- Town and Shore Realty, Maine
- Ultima Real Estate, Texas
- Windermere Real Estate Northern Arizona, Arizona

"As Zillow continues to forge strong partnerships with real estate brokerages across the country, we're happy to welcome these new partners to Zillow Pro for Brokers," said Greg Schwartz, chief revenue officer at Zillow®. "We look forward to welcoming many more partners in the weeks and months to come. We work with these brokerages to increase visibility to their listing agents, improve listings accuracy and give them new options for contact management."

"As one of the original brokerages in the program, our agent's responses have been extremely positive. They are thrilled to see their branding and contact information prominently displayed on their listings. We also are updating our listings on Zillow multiple times a day, so our agents don't have to worry about compliance issues or potential complaints from a client," said Dan Forsman, president and CEO of Prudential Georgia Realty. "With tens of millions of potential buyers on Zillow, that's where our clients want their listings. The Zillow Pro for Brokers program was a smart move — for us and Zillow."

In July, Zillow announced the first 15 partner brokerages.

Zillow is currently accepting inquiries from brokerages interested in participating in Zillow Pro for Brokers at partners@zillow.com.

About Zillow, Inc.

Zillow (NASDAQ: Z) is the leading [real estate](#) information marketplace, providing vital information about homes, real estate listings and [mortgages](#) through its website and mobile applications, enabling homeowners, buyers, sellers and renters to connect with real estate and mortgage professionals best suited to meet their needs. More than 36 million unique users visited Zillow's websites and mobile applications in October 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets®, Diverse Solutions®, [Zillow Rentals](#) and [Buyfolio](#)™. The company is headquartered in Seattle.

The Zillow logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10012>

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