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North Alabama MLS Joins Zillow Partnership Platform

Sends Real-Time Listings Directly to Zillow on Behalf of Its Participating Brokers

SEATTLE, Oct. 23, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate and home-related information marketplace, today announced that North Alabama Multiple Listing Service, Inc. has joined the Zillow® Partnership Platform and will begin providing up-to-date listing data directly to the Zillow Real Estate Network through NALMLS's MLS Direct Syndication™ platform.

Now, NALMLS listings will be seen by Zillow's nearly 64 million monthly mobile and Web visitors, and automatically appear on the Zillow Real Estate Network, which includes Zillow.com®, Zillow Mobile, Yahoo!® Homes, Google Now™, HGTV's FrontDoor™ and HotPads™.

NALMLS's more than 3,000 members are participating in the program, which feeds MLS data directly to Zillow as often as every 15 minutes, ensuring that current, active listings always are up to date, correct and in sync with the MLS data.

"NALMLS's goal for listing distribution is to provide our members the best resources to sell their listings quickly and for the best price, while also maintaining control of their information," said Kipp Cooper, CEO of the Huntsville Area Association of REALTORS® and its subsidiary the North Alabama Multiple Listing Service, Inc. "We are excited to partner with Zillow to ensure our members' listings are displayed accurately and the listing agent is prominently displayed to Zillow's nearly 64 million mobile and Web visitors."

"Zillow attracts the largest audience of home shoppers in the category nationwide, and is the best place for brokers and agents to market their listings and connect with them. NALMLS, along with thousands of other MLSs, brokers and agents, understand the value in Zillow's wild popularity with home shoppers and dedication to providing accurate and timely listings," said Greg Schwartz, Zillow chief revenue officer. "We are thrilled to be able to provide home buyers with the most up-to-date for-sale listings in north Alabama, and real estate professionals a way to market to the broadest audience of home shoppers."

Each real estate professional partner will have a dedicated Zillow account executive, prominently display the listing agent and provide daily reporting. To learn more about the platform, email partners@zillow.com or call 206-757-4250.

About Zillow, Inc.

Zillow, Inc. (NASDAQ: Z) operates the leading real estate and home-related 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 life cycle 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 nearly 64 million monthly unique users in August 2013, the Zillow, Inc. portfolio includes Zillow.com®, [Zillow Mobile](#), [Zillow Mortgage Marketplace](#), [Zillow Rentals](#), [Zillow Digs](#)™, [Postlets](#)®, [Diverse Solutions](#)®, [Agentfolio](#)™, [Mortech](#)®, [HotPads](#)™ and [StreetEasy](#)®. The company is headquartered in Seattle.

About North Alabama Multiple Listing Service

NALMLS is a wholly owned subsidiary of the Huntsville Area Association of Realtors. NALMLS is a regional partnership of REALTOR® Boards and Associations throughout North Alabama. This partnership began in 2000 and continues today as the single repository for property data serving more than 3,000 real estate professionals in seven markets. These partners include Athens-Limestone Association of REALTORS®, Dekalb County Association of REALTORS®, Etowah-Cherokee County Association of REALTORS®, Jackson County Board of REALTORS®, The Huntsville Area Association of REALTORS®, Marshall County Board of REALTORS® and the Morgan County Association of REALTORS®.

The Zillow logo is available at <http://zillow.mediaroom.com/index.php?s=191>

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