



January 19, 2015

RE/MAX of Michigan Launches Zillow Tech Connect: Reviews

Is the first brokerage to make Zillow Reviews available region-wide

SEATTLE, Jan. 19, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home related marketplace, today announced that RE/MAX of Michigan has made Zillow® Tech Connect: Reviews available to all its more than 1,100 agents' and brokers' individual websites throughout its 82 offices around Michigan. RE/MAX of Michigan is the first brokerage to implement Zillow Tech Connect: Review on a regional level.

"Reviews, in general, are becoming a major part of the consumer decision process," said Dan Troup, RE/MAX of Michigan director of technology. "We feel that the service industry, and the real estate industry in particular, are ready for reviews. When we heard Zillow was allowing access to their reviews via API we jumped right on it. The implementation was very simple - we were able to have Zillow reviews up and running within a few days. If you are referred to a RE/MAX of Michigan associate, we feel that the availability of online reviews will help solidify the decisions to use that associate and we see Zillow as an independent third party, which is critical for maintaining the validity and integrity of our reviews."

"Client reviews are incredibly important in helping us market our real estate business," said Josh May, real estate agent of RE/MAX of Grand Rapids. "We have countless examples of home buyers and sellers that choose to contact us directly after taking the time to read our reviews. Adding our Zillow reviews to our agent websites will gain instant credibility as buyers and sellers can learn firsthand how we service our clients."

The reviews available to agents, brokers and MLSs to publish on their sites through Zillow Tech Connect: Reviews are the exact reviews found on Zillow and are held to the same high standard. In order to post a review, every reviewer must have a Zillow account, reviewers must specify what service the agent provided, all reviews are screened through proprietary Zillow fraud filters, and lastly, all reviews are moderated by Zillow staff. Additionally, Zillow is creating a co-branded interface that allows agents and brokers to easily solicit reviews from their customers to appear on their websites and Zillow.

Zillow Tech Connect: Reviews is an expansion of the popular Zillow Tech Connect platform, which allows technology companies to connect their systems with Zillow, creating a more seamless experience for the brokers and agents who use Zillow as a key component of their marketing efforts at no additional cost. Zillow Tech Connect: Reviews is expected to launch in the coming weeks and will use an easy-to-support API connection.

Companies and brokerages interested in joining Zillow Tech Connect: Reviews can email techpartnerships@zillow.com for more information.

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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 more than 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®, Mortech®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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