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## My Florida Regional MLS Joins Zillow Partnership Platform

### Program allows MLS to send real-time listings directly to Zillow on behalf of participating brokers

SEATTLE, Dec. 11, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home related marketplace, today announced the My Florida Regional Multiple Listing Service has joined the Zillow® Partnership Platform. The Zillow Partnership Platform empowers brokers with a choice to market their inventory directly on Zillow through the MLS. For those who choose to opt-in, their listing data will be sent directly to Zillow as often as every 15 minutes, ensuring that current, active listings always are up-to-date and in sync with the MLS data.

"The central region of Florida is very attractive to home buyers as home values continue double digit growth in many places," said Curt Beardsley, Zillow vice president of industry development. "As one of the largest MLSs in the country, MFRMLS brings a tremendous amount of listing information that will provide home shoppers with a complete view of the market. We are very happy that MFRMLS sees the value we can bring to their members by giving them the opportunity to market their listings with ease to Zillow's large audience of home buyers and take advantage of all that Zillow offers to participating brokers and agents."

"Partnering with Zillow supports one of MFR's most important goals, which is to offer products and services that help our members get the most out of their data," said Merri Jo Cowen, CEO of MFRMLS. "Zillow is very popular with consumers, and we want to ensure that our brokers have access to this marketing opportunity. Our role, as the MLS, in the listing distribution conversation is to ensure that brokers know their options and to provide an easy way for them to execute their choices."

Through this program, real estate agents from brokerages that choose to participate will be prominently displayed as the listing agent on all their listings and be able to receive leads directly from Zillow. Participating brokerages will receive attribution, branding, have daily reporting access and a link back directly to their website. To learn more about the platform, email [mlspartners@zillow.com](mailto:mlspartners@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 more than 74 million unique users in November 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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