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## Nearly Two-Thirds of Zillow and Trulia's Agent Listings Now Come Directly from Multiple Listing Services

SEATTLE, Oct. 8, 2015 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, continues to add multiple listing service partners (MLSs) to the Zillow® Partnership Platform, the company's direct feed program. Through these new partners, now, nearly two-thirds of agent listings on Zillow and Trulia come directly to Zillow Group from MLSs, with the bulk of the remaining listings come directly from thousands of brokerages and franchise direct feeds.

"We continue to add many new MLS partners every week," said Errol Samuelson, Zillow Group chief industry development officer. "Sourcing listings directly means that listings are more accurate than ever before and we are able to keep them updated in nearly real-time with the MLS. The quality of listings on Zillow and Trulia has never been better. Directly sourcing listings ensures a better experience for buyers and sellers visiting our sites, and gives agents the chance to get in front of the largest audience of buyers, sellers and renters."

New partners include, but aren't limited to:

- Bay East Association of REALTORS®, Calif.
- Incline Village Board of REALTORS, Nev.
- Lake Region Multiple Listing Service, Inc., Minn.
- Memphis Area Association of REALTORS
- Mississippi Gulf Coast Multiple Listing Service, Inc.
- Northern Great Lakes REALTORS MLS, Mich.
- Pasadena-Foothill Association of REALTORS
- Pearl River County Board of REALTORS, Miss.
- REALTOR Association of Northwestern Illinois
- REALTOR Association of the Sioux Empire, Inc., S.D.
- REALTORS Association of Greater Fort Lauderdale
- REALTORS Association of Maui, Inc.
- San Juan Board of REALTORS, Inc., Puerto Rico
- South Jersey Shore Regional Multiple Listing Service, Inc.
- Sussex County Association of REALTORS, Inc., Del.

Through the Zillow Partnership Platform, real estate agents are prominently displayed as the listing agent on all of their listings and can receive leads directly from Zillow and Trulia, all at no cost. Brokerages receive attribution, branding, a link back directly to their websites and daily reporting access. To learn more about the platform, email [mlspartners@zillow.com](mailto:mlspartners@zillow.com) or call 206-757-4250.

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### Zillow Group

Zillow Group (NASDAQ:Z and ZG) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy® and HotPads®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping maximize business opportunities and connect to millions of consumers. The company operates a number of business brands for real estate, rental and mortgage professionals, including Postlets®, Mortech®, Diverse Solutions®, dotloop® and Retsly®. The company is headquartered in Seattle.

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