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## Zillow Launches Premier Agent Websites

### Customized, easy-to-build IDX-powered personal websites for real estate agents at \$10 a month

SEATTLE, May 31, 2012 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced the launch of Premier Agent Websites, which allow real estate agents to quickly and affordably create a custom WordPress®-powered website for their personal brand and business. Premier Agent Websites include the option of an internet data exchange, or IDX, feed of local MLS listings and cost just \$10 a month for agents not currently subscribed to Zillow's Premier Agent advertising program. Subscribing Zillow® Premier Agents get a website for free.

"It's incredibly important for real estate agents to have a Web presence, but building and maintaining a custom website with local IDX feeds is often time consuming and complex," said Jay Thompson, director of industry outreach and social media at Zillow. "We created this product for the tens of thousands of agents in our Premier Agent program, as well as any agent who wants an easy and affordable website for only \$10 a month."

Premier Agent Websites are designed for agents who do not have their own website, wish to improve on their current website, or are looking for a more affordable custom website solution. Built on the WordPress platform, Premier Agent Websites can be created quickly without the need for Web expertise, and content can be updated easily at any time. Key features include:

- Local, map-based IDX property search of multiple listing service-listed homes. An additional MLS fee may apply.
- A personalized domain name of the agent's choosing, at no additional cost.
- A variety of templates, themes and colors.
- The ability to add custom, local content such as a personal blog, video, real estate data and mortgage widgets, photo slideshows, and school information.
- Integration with Zillow's free customer relationship management platform to manage leads and customer contacts coming from the website.
- Search engine optimization.

This announcement continues Zillow's expansion of the Zillow Premier Agent program to include a wide variety of marketing and business services for real estate agents. The company's fall 2011 acquisition of Diverse Solutions, a provider of MLS listings feeds for agent websites, allowed Zillow to accelerate this important initiative to help real estate agents better market their business online.

For more information, visit <http://www.zillow.com/agent-websites>. To learn about the Zillow Premier Agent program, visit <http://www.zillow.com/advertising/agent-advertising>.

#### 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 mobile applications and websites, enabling homeowners, buyers, sellers and renters to connect with real estate and mortgage professionals best suited to meet their needs. More than 32 million unique users visited Zillow's websites and mobile applications in April 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets® and Diverse Solutions™. The company is headquartered in Seattle.

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

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