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Direct Agreements Bring Zillow and Trulia More For-Sale Listings than Ever Before; 16 New MLSs Partner with Zillow and Trulia in Past 5 Days

Direct feeds bring more timely listings to Zillow and Trulia; Provide more control for brokers and agents

SEATTLE, March 27, 2015 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced that Zillow® and Trulia® will have a higher number of for-sale-by-agent listings on April 8, after their contracts with ListHub end, than ever before¹. Additionally, another 16 new MLS partners have signed agreements in the past week to send their listings directly to Zillow and Trulia.

"The team has been working incredibly quickly to bring new MLS partners to Zillow and Trulia," said Errol Samuelson, Zillow Group chief industry development officer. "Come April 8, our listings will be more robust and accurate than ever before - a huge benefit for consumers and agents as we head into home selling season. This is a positive step forward for the industry, enabling brokers and agents to take complete control of their listings and decide exactly where they should be marketed. This also ensures that sellers have their homes marketed on the Internet sites with the largest consumer audience. The process of establishing new partnerships has been incredibly encouraging, and we continue to talk to MLSs across the country and sign new contracts every day."

New partners include:

- Baldwin Multi-List, Inc. - Milledgeville, Ga.
- Brazoria County MLS - Lake Jackson, Texas
- Central Missouri Board of REALTORS® - Marshall, Mo.
- Consolidated MLS, Inc. - Columbia, S.C.
- Fayetteville Regional MLS Association of REALTORS, Inc. - Fayetteville, N.C.
- Kanawha Valley Board of REALTORS - Charleston, W. Va.
- Kerrville Board of REALTORS - Kerrville, Texas
- MiRealSource, Inc. - Troy, Mich.
- Multiple Listing Service of Ulster County - Kingston, N.Y.
- Navarre Area Board of REALTORS - Navarre, Fla.
- Reelfoot Regional MLS - Union City, Tenn.
- South Central Wisconsin MLS Corporation - Madison, Wisc.
- South Padre Island Board of REALTORS, South Padre Island, Texas
- Southern Illinois Regional MLS - Collinsville, Ill.
- Superior Area Association of REALTORS, Inc. - Duluth, Minn.
- Western Kentucky Regional MLS Inc. - Benton, Ky.

Through the Zillow Partnership Platform, real estate agents will be prominently displayed as the listing agent on all of their listings and be able to receive leads directly from Zillow. Brokerages will receive attribution, branding, a link back directly to their websites and have daily reporting access. To learn more about the platform, email mlspartners@zillow.com or call 206-757-4250. To inquire with Trulia about establishing a direct feed, please send an email to: MLS@trulia.com.

Zillow Group

Zillow Group (NASDAQ:Z) 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®, Market Leader® and Retsly™. The company is headquartered in Seattle.

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REALTOR is a registered trademark of the National Association of Realtors.

¹ Notwithstanding seasonality and market inventory fluctuations, as a result of the increase in direct feeds, Zillow and Trulia will have a larger percentage of active listings than they would have if the ListHub contracts had not ended.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/direct-agreements-bring-zillow-and-trulia-more-for-sale-listings-than-ever-before-16-new-mlss-partner-with-zillow-and-trulia-in-past-5-days-300056887.html>

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