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## Zillow Pro for Brokers Exceeds 5,000 Partners

### Program enrollment continues its explosive growth; More than doubles in size since July 2014

SEATTLE, Jan. 23, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home related marketplace, today announced the Zillow® Pro for Brokers program has enrolled more than 5,000 partners nationwide and more than doubled its size since July 2014. Launched in June 2012, Zillow Pro for Brokers is a free, five-point program that improves listings accuracy, provides better reporting, includes a powerful contact follow-up system and increases the visibility of listing agents for participating brokerages.

"We tremendously value our broker partners who sends us their listings directly because it means we can provide a better experience both to professionals, and ultimately, the millions of visitors to Zillow," said Greg Schwartz, Zillow chief revenue officer. "More than ever, we have made it our priority to build direct relationships with brokers around the country in order to get more timely and accurate listings, and in return, give brokers marketing exposure and connect their agents with home sellers and home shoppers."

"Being part of Zillow Pro for Brokers has been a great experience for my brokerage," said Gary Rabon, president and CEO of Coldwell Banker Advantage. "My agents love that they show up next to their listings every time and have seen an increase in home buyers reaching out directly to them. Overall, it has been fantastic working with Zillow and our relationship has had a direct, positive impact on our business."

New partners include:

- Berkshire Hathaway HomeServices Florida Realty
- Coffee County Realty and Auction - Manchester, Tennessee
- Coldwell Banker Finger Lakes - Geneva, New York
- ERA King Real Estate - Birmingham, Alabama
- Keller Williams Ballantyne - Charlotte, North Carolina
- Keller Williams Realty - Dallas-Fort Worth, Texas

In addition to retaining ownership of their data, brokerages' agents will always be displayed first next to their listings, as well as have their logo and outbound link to their websites included with the listings.

To learn more about Zillow Pro for Brokers, email [partners@zillow.com](mailto:partners@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 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®, Mortechn®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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