



March 16, 2015

Zillow and Trulia Sign Direct Deals with 18 MLSs, Including Nation's Largest, in the Past Week; Also Establish Direct Feeds from Two of Country's Largest Franchisors

Real estate industry moves quickly to remain on most popular real estate destinations

SEATTLE, March 16, 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 the largest multiple listing service in the country, California Regional MLS, along with 17 additional MLS partners, have signed agreements to send their listings directly to Zillow® and Trulia®, bringing thousands of new listings directly to both sites. Additionally, two of the largest real estate franchisors in the country, Realogy and Keller Williams, have established direct feeds that assure the flow of listings from their brokerages to Zillow and Trulia remain uninterrupted.

"It's great to see so many of our MLS partners appreciate the value in building a relationship with Zillow and Trulia," said Greg Schwartz, Zillow Group chief revenue officer. "We've already been able to create a total of more than 20 new direct agreements with MLSs, which means they are guaranteed uninterrupted service to two of the most trafficked real estate websites and suites of mobile apps just as home shopping season is getting underway."

"The CRMLS board of directors is diligent in ensuring our brokerage community is empowered through choices and protections made available to them via the MLS," said Art Carter, CEO of CRMLS. "It is imperative that our brokers' choices in delivering data to the Zillow Group remain intact. CRMLS and the Zillow Group have taken the initiative to ensure that data will continue to be delivered on our subscribers' behalf."

New partners include:

- Alaska MLS - Anchorage, Alaska
- California Regional Multiple Listing Service, Inc. - Los Angeles, Calif.
- Golden Isles Association of REALTORS® - Brunswick, Ga.
- Greater Lansing Association of REALTORS - Greater Lansing, Mich.
- Greater Las Vegas Association of REALTORS - Las Vegas, Nev.
- Gulf Coast MLS - Mobile, Ala.
- MIBOR Service Corporation - Indianapolis, Ind.
- Middle Georgia MLS - Macon, Ga.
- North Central Mississippi Realtors - Oxford, Miss.
- North Carolina Mountains MLS - Fletcher, NC
- Northern New England Real Estate Network- Concord, NH
- Northwest Mississippi Association of REALTORS - Nesbit, Miss.
- Russellville BOR - Russellville, Ark.
- Santa Fe Association of REALTORS Inc. - Santa Fe, NM
- South Central Board of REALTORS - Rolla, Mo.
- Tillamook County MLS - Tillamook, Ore.
- Western Arizona Realtors Data Exchange - Lake Havasu City, Ariz.
- West Central Association of Realtors MN - Willmar, Minn.

In addition to these new Zillow Group partners, 26 new MLS partners have signed direct agreements with Trulia in the past three weeks. In total, 125 MLSs throughout the U.S. have the ability to send listings directly to Trulia, including 45 of the 50 largest.

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.

(ZFIN)

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.

Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, and HotPads are registered trademarks of Zillow, Inc. Retsly is a trademark of Zillow, Inc. Trulia is a registered mark of Trulia, Inc.

REALTOR is a registered trademark of the National Association of Realtors

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/zillow-and-trulia-sign-direct-deals-with-18-mlss-including-nations-largest-in-the-past-week-also-establish-direct-feeds-from-two-of-countrys-largest-franchisors-300050541.html>

SOURCE Zillow Group

News Provided by Acquire Media