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Zillow Rental Network Surges in Past 12 Months; New Multifamily Partners Up 84% Year-Over-Year

Nearly 90 percent of the National Multifamily Housing Council 50 Largest Apartment Managers are using the Zillow Rental Network to market their properties

SEATTLE, May 4, 2015 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant rental, real estate and home-related brands on mobile and Web, added more multifamily partners to the Zillow® Rental Network in the past year than ever before, increasing new partnerships 84 percent year-over-year, from Q1 2014 to Q1 2015.

Many of the largest property management companies in the country are already leveraging the Zillow Rental Network as part of their marketing strategies; nearly 90 percent of the National Multifamily Housing Council 50 Largest Apartment Managers count themselves as Zillow Rental Network customers.

"The Zillow Rental Network's customer service and overall value are fantastic - but what really drew us to them was their vision for the future," Kevin Thompson, senior vice president of marketing of Bell Partners. "During our initial pilot, Zillow has performed above our expectations. On cost per lead basis, Zillow Rental Network beat all other internet listing services and our own website results."

Zillow Group closed its acquisition of Trulia in February. Within a few weeks, the rentals businesses were completely integrated, with the sales team working cohesively together on behalf of multifamily partners. Now, rental shoppers who visit Trulia or Trulia's mobile apps have access to hundreds of thousands of rental listings powered by the Zillow Rental Network.

Traffic from mobile web and Zillow's rental applications had a hugely positive impact on multifamily partners this year. More than 72 percent of the new contacts that came to property managers in March 2015 came through Zillow's mobile rental applications and mobile web.

"As we've grown in size and strength in the past year, our partners are experiencing more success with the Zillow Rental Network than ever before," said Greg Schwartz, Zillow Group chief revenue officer. "In the past year, we've improved the technology and product offerings to our multifamily customers, as well as added Trulia's 55 million monthly unique visitors¹ to the Zillow Rental Network, offering our partners a significantly expanded audience through a streamlined customer service experience."

About 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 them maximize business opportunities and connect to millions of consumers. The company operates a number of brands for real estate, rental and mortgage professionals, including Postlets®, Mortech®, Diverse Solutions®, Market Leader®, ActiveRain® and Retsly™. The company is headquartered in Seattle.

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¹ Source: Omniture, October 2014

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