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Northern Nevada Regional MLS Joins Zillow Partnership Platform

Program allows MLS to send real-time listings directly to Zillow on behalf of participating brokerages

SEATTLE, Oct. 22, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home related marketplace, today announced the Northern Nevada Regional Multiple Listing Service has joined the Zillow® Partnership Platform. The Zillow Partnership Platform enables MLS data to be sent directly to Zillow as often as every 15 minutes, ensuring that current, active listings always are up to date, accurate and in sync with the MLS data.

"The northern Nevada market has been on a tremendous upswing over the past year and it's important that home shoppers have a comprehensive view of the housing inventory," said Curt Beardsley, Zillow vice president of industry development. "This new partnership with NNRMLS allows Zillow to offer the best consumer experience possible - an all-inclusive look at home inventory in northern Nevada and the ease of connecting directly with a local agent to help with the transaction."

"Our members have made it clear that they best serve their customers when they can guarantee that the many home shoppers who use Zillow for their home search find timely and reliable information," said Shelley Specchio, CEO of the Northern Nevada Regional MLS. "By partnering with Zillow, our members benefit from the immediacy of publishing on Zillow, while maintaining direct control over their listing data. We believe it's a win-win for everyone."

NNRMLS' members will now be able to leverage the Yahoo!®-Zillow Real Estate Network, the largest real estate network on the Webⁱ, as well as Zillow's popular suite of mobile apps and HotPads™, AOL Real Estate, MSN® Real Estate and HGTV®'s FrontDoor®, to market their listings. NNRMLS has 6,500 active listings and serves 2,600 members throughout northern Nevada.

Real estate agents from participating brokerages will be prominently displayed as the listing agent on all their listings, be able to receive leads directly from Zillow and have daily reporting access. Participating brokerages will receive attribution, branding and a link back to their website. To learn more about the platform, email mlspartners@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 83 million unique users in September 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgages, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™, StreetEasy and Retsly™. The company is headquartered in Seattle.

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About Northern Nevada Regional MLS, Inc.

Incorporated in 2003, Reno-based NNRMLS provides services to REALTORS® and Real Estate Professionals across northern Nevada; including Reno, Sparks, Carson City, Minden, Gardnerville, parts of Lake Tahoe, Yerington, Dayton, Fernley and Fallon. NNRMLS prides itself on offering premium customer service and leading edge technology to as many as 2,600 members making them, in turn, able to offer exceptional professionalism and service to the home buying and selling public.

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ⁱ Source: comScore Media Metrix Real Estate Category Ranking by Unique Visitors, July 2014, US Data.

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