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## Zillow Group and EXIT Realty Expand Partnerships

### Partnerships enhance branding and agent exposure on EXIT Realty listings across Zillow and Trulia; EXIT adds agent reviews to website, makes dotloop their preferred transaction management platform

SEATTLE, Oct. 20, 2016 /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 EXIT Realty Corp. International, a real estate company with franchises throughout the United States and Canada, has expanded its partnership with Zillow Group.

Through the expanded agreement with Zillow Group, EXIT Realty's thousands of listings now come directly to Zillow® and Trulia®. EXIT Realty benefits from guaranteed exposure for their agents on listings, as well as enhanced brokerage branding, including prominent display of their logo and description of the EXIT brand on every EXIT listing.

The enhanced partnership also leverages Zillow Tech Connect: Reviews, which makes EXIT Realty's thousands of agent reviews that have been collected on Zillow and Trulia available for display directly on their listings and agent profile pages on [exitrealty.com](http://exitrealty.com). With this integration, EXIT Realty increases visibility of agent reviews and encourages trust with potential customers across Zillow, Trulia and EXIT Realty's online audiences.

EXIT Realty also expanded its partnership with dotloop®, a leading platform for simplifying the real estate buying and selling process for agents and consumers. The expanded partnership makes dotloop EXIT Realty's premier transaction management platform, ensuring every EXIT Realty associate has integrated access to an exclusively branded dotloop account as well as access to unlimited "loops," which streamline transactions by bringing all people, documents, and tasks into a collaborative workspace.

"EXIT Realty has been an excellent partner," said Errol Samuelson, Zillow Group chief industry development officer. "EXIT Realty and its agents are focused on delivering the best experience to home buyers and sellers from contact to close, and we are excited to continue supporting this mission with enhanced branding on their listings, higher visibility of agent reviews from Zillow and Trulia and stronger implementation of dotloop's streamlined transaction services."

"Dotloop and Zillow Group have been great partners for us," said Tami Bonnell, EXIT Realty's chief executive officer. "By extending our partnership, we hope to reach even more home shoppers on Zillow and Trulia, while simplifying the home buying and selling transaction process through dotloop's end-to-end platform."

Zillow Group partners with more than 20,000 brokerage and franchise brands around the country. To learn more about Zillow Group's broker offerings, visit [www.zillow.com/broker-partners/](http://www.zillow.com/broker-partners/) or email [brokerengagement@zillow.com](mailto:brokerengagement@zillow.com).

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#### dotloop

Dotloop is the leading online transaction and productivity optimization platform in real estate. Dotloop reduces complexity by replacing separate form creation, e-sign, and transaction management systems with a single end-to-end solution and drives growth by helping real estate professionals streamline their businesses with workflow automation and real-time visibility into transactions. Each year, millions of agents, brokers, and clients trust dotloop to get deals done.

The company is based in Cincinnati, Ohio. Dotloop is owned and operated by Zillow Group (NASDAQ:Z and ZG). To learn more about dotloop, visit [www.dotloop.com](http://www.dotloop.com).

dotloop is a registered trademark of DotLoop, LLC.

#### Zillow Group

Zillow Group (NASDAQ:Z and ZG) 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®, HotPads® and Naked Apartments®. 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 Mortechn®, dotloop®, Bridge Interactive™ and Retsly®. The company is headquartered in Seattle.

Zillow, Mortechn, StreetEasy, Retsly and HotPads are registered trademarks of Zillow, Inc. Trulia is a registered mark of Trulia, LLC. dotloop is a registered trademark of DotLoop, LLC. Naked Apartments is a registered trademark of Naked Apartments, Inc. Bridge Interactive is a trademark of Bridge Interactive Group, LLC.

**EXIT Realty**

EXIT is a proven real estate business model that has to-date, paid out more than a third of a billion dollars in single-level residual income to its associates across the U.S. and Canada. State-of-the-art technology including geolocation Smart Signs™ gives home sellers the edge in a competitive marketplace. A portion of every transaction fee collected by EXIT Realty Corp. International is pledged to its charity of choice and to-date, more than \$3 million has been pledged to Habitat for Humanity. For more information, please visit [www.exitrealty.com](http://www.exitrealty.com).

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/zillow-group-and-exit-realty-expand-partnerships-300345586.html>

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