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## More Than 1 Million Real Estate Professional Reviews Now on Zillow

### Number of consumer-submitted reviews of real estate professionals on the site has nearly doubled since January 2014

SEATTLE, Feb. 10, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: [Z](#)), the leading real estate information and home-related marketplace, today announced that consumer-submitted content has reached a new milestone as more than one million reviews of real estate professionals have been published on the site.

The ability to post reviews on agents, mortgage and other real estate professionals on Zillow launched in December 2010, but the content submission rate has significantly accelerated in the past 12 months. The number of reviews has nearly doubled since January 2014 and exceeded one million reviews at the end of January 2015.

"Reviews have become incredibly important to consumers," said Amy Bohutinsky, Zillow chief marketing officer. "We know home buyers are often starting their home search online – and reviews are playing a crucial part in the selection process as they search for the real estate professionals to help them, whether they are looking for an agent, mortgage expert or other real estate professional. Zillow offers an easy place for consumers to search through a pool of extremely qualified candidates using feedback from other consumers."

"My reviews on Zillow serve as an interview with prospective clients without being there in person," said Samer Kuraishi, senior vice president of A-K Real Estate in Washington, D.C. and a Zillow Premier Agent with 360 reviews. "There's no better testimonial than your peers or customers providing feedback about your service. Reviews also help showcase your personality and strengths and help demonstrate that you want to be part of this meaningful transaction. Reviews have become an important part of our marketing."

Zillow created a moderation process to ensure the reviews on Zillow are high quality and credible. In order to post a review, every reviewer must have a Zillow account and must specify what service the agent provided. Finally, all reviews are screened through proprietary Zillow fraud filters and read by a dedicated Zillow team.

In December 2014, Zillow made all reviews available to agents, brokers and MLSs to publish on their sites through Zillow Tech Connect: Reviews. Now agents and brokers can showcase the same reviews found on Zillow on their personal websites for free. Companies and brokerages interested in joining Zillow Tech Connect: Reviews can email [techpartnerships@zillow.com](mailto:techpartnerships@zillow.com) for more information.

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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 more than 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®, Mortech®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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