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Zillow to Bring RealPage Services to Rental Companies

MyNewPlace to get Zillow's multifamily listing inventory; Zillow to offer RealPage's real-time price, availability and Live Agent Service to rental customers

SEATTLE, July 21, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate and home-related marketplace, today announced a new partnership with RealPage (NASDAQ: RP), a leading provider of on-demand property management software, to help connect multifamily companies with new residents. This partnership will broaden the marketing exposure for multifamily rental companies that choose to market their rental listings on Zillow®, while providing new tools and services to help them manage their listings and find their new residents more quickly.

As part of the agreement, MyNewPlace, RealPage's rental website, will join the Zillow Rental Network, comprised of Zillow.com, Yahoo!® and HotPads™. Under the agreement, multifamily rental companies that market their listings on Zillow will have the option to have their listings appear on MyNewPlace. Zillow will also begin offering RealPage's near real-time pricing and availability information to multifamily companies who also use RealPage products and services. Additionally, all multifamily companies will soon be able to take advantage of RealPage Live Agent Service, which leverages the RealPage Contact Center solution, to help manage incoming contacts.

"RealPage's tools and service will bring great value to our multifamily rental customers," said Greg Schwartz, Zillow chief revenue officer. "In addition to bringing more consumers to their listings, property managers will have new tools at their disposal to manage their properties more easily. In turn, this will provide the 15 million rental shoppers who come to Zillow a better experience."

"We are very pleased to be partnering with Zillow as this relationship will benefit both RealPage and Zillow users alike," said Steve Winn, CEO of RealPage. "We will continue to market the MyNewPlace Premium service, which compliments the Zillow listings and gives owners and managers even more contacts. By adding pricing, unit availability and, most importantly, a live agent on the other end of each phone and email contact, we are confident that Zillow users will realize increased lead-to-lease conversion rates."

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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 June 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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