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Georgia Multiple Listing Service Joins Zillow Partnership Platform

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

SEATTLE, Feb. 25, 2015 /PRNewswire/ -- Zillow®, the leading real estate and home-related information marketplace, today announced the Georgia Multiple Listing Service has joined the Zillow Partnership Platform. Through the Zillow Partnership Platform, GAMLS's nearly 27,000 members will be able to send their more than 53,000 residential listings throughout the state directly to Zillow as part of the brokers' online marketing activities.

"GAMLS has a very vibrant home buying ecosystem," said Brian de Schepper, Zillow director of MLS and industry development. "We are pleased to offer GAMLS members the convenience of a direct feed to Zillow, while guaranteeing their members placement on all their listings at no cost. Now, home shoppers looking for their new home in Georgia will be getting the freshest, most accurate listings and be able to easily connect with a local real estate professional on Zillow."

"The direct agreement with Zillow gives our members the opportunity to decide on how to best market their listings," said Richard Boone, CEO of Georgia MLS. "This agreement ensures the listing data will be timely and accurate, which will represent both our members and their listings in the best possible manner."

Through the Zillow Partnership Platform, real estate agents will be prominently displayed as the listing agent on all of their listings and be able to receive leads directly from Zillow. Brokerages will receive attribution, branding, a link back directly to their websites and have daily reporting access. To learn more about the platform, email mlspartners@zillow.com or call 206-757-4250.

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About Zillow

Zillow® is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with the best local professionals who can help. Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition to Zillow.com®, Zillow operates the most popular suite of mobile real estate apps, with more than two dozen apps across all major platforms. Launched in 2006, Zillow is owned and operated by Zillow Group (NASDAQ:Z), and headquartered in Seattle.

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