



January 3, 2013

Chris Crocker Joins Zillow as Vice President of Strategic Partnerships

Veteran real estate industry executive to guide industry initiatives and create strategic partnerships with brokers

SEATTLE, Jan. 3, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced real estate industry veteran Chris Crocker is joining Zillow® as the company's vice president of strategic partnerships. He brings more than 16 years of experience in the real estate industry and will be responsible for guiding initiatives for the industry and developing strategic partnerships with brokers. Crocker previously served as regional vice president of operations for the Southwestern U.S. region of NRT, LLC, the nation's largest real estate brokerage.

Crocker will be an integral part of Zillow's growing industry relations team, which includes Bob Bemis, vice president of partner relations; Sara Bonert, vice president of broker services; and Andrew Wild, director of brokerage sales.

"We are thrilled to have a seasoned real estate veteran with extensive experience in residential real estate join our established industry relations team. Chris' industry experience will advance Zillow's goal of creating strong partnerships with real estate brokerages across the country as well as help improve Zillow's product development initiatives," said Spencer Rascoff, Zillow CEO.

"The real estate industry is in a period of rapid evolution. Consumer home-shopping habits are shifting to rely predominantly on mobile devices, the market is turning the corner and the successful brokers are adopting new tools and strategies to adapt to the new marketplace. As the leader in mobile real estate and software tools for agents, Zillow has a unique advantage to partner with agents and brokers to help them thrive in the new economy," said Crocker. "I'm excited to help Zillow expand our products and programs that benefit consumers, agents and brokers."

At NRT, Crocker oversaw day-to-day operations and marketing for the NRT corporate-owned Coldwell Banker® stores in the Southwestern United States, including more than 100 branches with more than 6,000 real estate agents. He also was responsible for spearheading technology innovation within NRT and Realty®, a global leader in real estate franchising and related services.

Crocker served on the board of directors and strategic planning and finance committee for the California Association of Realtors®. He also was a founding board member for the California statewide MLS initiative and has been a frequent speaker at real estate conferences addressing the impacts of technology, competition and transparency on the real estate industry.

A Los Angeles native, Crocker is a graduate of the UCLA Anderson School of Management Executive MBA Program.

Crocker, along with his wife and children, will relocate to the Pacific Northwest and be based at Zillow's headquarters in Seattle.

About Zillow, Inc.

Zillow (NASDAQ: Z) is the leading [real estate](#) information marketplace, providing vital information about homes, real estate listings and [mortgages](#) through its website and mobile applications, enabling homeowners, buyers, sellers and renters to connect with real estate and mortgage professionals best suited to meet their needs. Thirty-three million unique users visited Zillow's websites and mobile applications in November 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets®, Diverse Solutions®, [Zillow Rentals](#), Buyfolio™, Mortech™ and HotPads™. The company is headquartered in Seattle.

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