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## Zillow Group Launches "Premier Broker," a New Platform to Help Brokerages Manage and Convert Leads

### New tools and services help streamline lead acquisition and management

SEATTLE, Oct. 6, 2016 /PRNewswire/ -- Zillow Group, Inc. (NASDAQ: Z and ZG), which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced the launch of "Premier Broker," a new platform designed to help brokers with lead management and conversion.

Premier Broker™ combines some of Zillow Group's most popular advertising products with new lead management capabilities. The platform is designed to streamline the lead acquisition and management process with new tools and services, including:

- | A custom-built broker profile page that is displayed on for-sale and not-for-sale home detail pages to attract both buyers and sellers.
- | Concierge services to help qualify, route and follow up on leads.
- | A new lead routing system that broadcasts leads to a group of agents by phone.
- | Lead conversion training from Zillow Group, which offers online and in-person lead conversion training courses for agents and brokers.
- | Performance reporting that provides real-time data on key business measures, including lead volume, pipeline development, pending/closed sales and agent performance, followed up by account specialists who work with agents to improve lead conversion.

"Over the years, brokers have told us the challenges they have with acquiring quality leads and ensuring their agents effectively nurture them to conversion. We created Premier Broker to help brokers maximize their value to agents with a single integrated platform of tools and services we know to be effective in driving lead conversion," said Greg Schwartz, Zillow Group chief business officer. "Premier Broker leverages our successful Premier Agent® program to deliver the real-time access to real estate agents that buyers and sellers are demanding."

Premier Broker was unveiled at the Zillow Group Broker Forum in Denver, Colo. The Zillow Group Broker Forum is an annual event that brings together the nation's largest brokers to meet with Zillow Group executives and learn from other real estate experts about the latest industry trends.

(ZFIN)

### 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 Mortech®, dotloop®, Bridge Interactive and Retsly®. The company is headquartered in Seattle.

Zillow, Mortech, 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. Contact, Cheque and Compose are trademarks of Bridge Interactive Group, LLC.

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