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Zillow Launches New Listing Management and Reporting Platform; Will Directly Connect with 1.6 Million For-Sale-By-Agent Listings

Zillow Data Dashboard offers single-sign on technology, robust reporting and faster processing; Intermountain MLS in Idaho is first to implement Dashboard, followed by MLSs in Oklahoma, Nevada and Florida

SEATTLE, Jan. 6, 2015 /PRNewswire/ -- Zillow (NASDAQ: Z), the leading real estate information and home related marketplace, today announced the Zillow® Data Dashboard, a new listing management and reporting platform that puts increased control of listings in the hands of MLS members and brokers.

MLSs and brokers who currently send direct feeds to Zillow can begin using the new platform for free when it launches in mid-January. In many cases, the new platform and reporting tools will replace third-party services, ensuring listings will be published to Zillow more quickly and be easier to update. The new platform includes streamlined customer service options from a dedicated Zillow team.

Zillow expects to directly connect with a total of 1.6 million for-sale-by-agent listings. Currently, Zillow receives direct feeds from dozens of MLSs. Over time, Zillow expects all listings published on Zillow to come through the Zillow Data Dashboard.

"As we enter a new year, we are cementing our commitment to be the best industry partner to the MLSs and brokers who send listings to Zillow," said Greg Schwartz, Zillow chief revenue officer. "The Zillow Data Dashboard firmly puts control of listings, and where their listings appear, in the hands of brokers and agents. The direct flow of listings from our partners enables us to provide the most accurate and timely listings to the millions of consumers who come to Zillow each month to find homes and connect with agents."

The Intermountain Multiple Listing Service has been using the Zillow Data Dashboard in beta. Several more MLSs are in the process of implementing including the Greater Tulsa Association of Realtors, the Northern Nevada Regional MLS and My Florida Regional MLS.

"Real estate moves incredibly quickly these days, and our members demand immediate, easy access to manage their listings," said Greg Manship, CEO of Intermountain MLS. "The Zillow Data Dashboard provides that, and keeps our members in complete control of their listings. It was free and easy for us to implement, and is completely in-line with our goal of providing the best, most innovative services to our members."

"We have spent the past year listening to the leaders of MLSs across the country, and I couldn't be more excited to offer this incredibly valuable platform," said Curt Beardsley, Zillow's vice president of MLS partnerships. "Technology advances quickly, and the Zillow Data Dashboard can help MLSs offer their members tools and reporting that will help them use their time more efficiently and market their listings more effectively."

Key benefits of the Zillow Data Dashboard include:

- Single-click publishing of real estate listings directly to Zillow
- Automatic updates to listings information every 15 minutes
- Free daily reports to track how listings perform on Zillow in real time
- Ability to work with existing MLSs systems, including a single sign-on option for the hundreds of MLSs using Clarity Security software and the Clarity Dashboard
- Streamlined, seven-day-a-week customer service

Any MLS that sends Zillow a direct feed will be able to implement the Zillow Data Dashboard in mid-January, when it launches. Zillow already receives direct feeds from MLSs like MLSListings Inc. in Northern California, the New Jersey MLS, the Houston Association of Realtors and the Northern Alabama MLS.

To use the Zillow Data Dashboard, a free service, an MLS or broker must create a direct connection powered by the Real Estate Transaction Standards (RETS). Professionals interested in learning more about a direct feed can email partners@zillow.com.

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 74 million unique users in November 2014, the Zillow, Inc. portfolio includes [Zillow.com](http://www.zillow.com)[®], Zillow Mobile, Zillow Mortgages, Zillow Rentals, Zillow Digs[®], Postlets[®], Diverse Solutions[®], Mortech[®], HotPads[®], StreetEasy[®] and Retsly[™]. The company is headquartered in Seattle. [Zillow.com](http://www.zillow.com), Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, HotPads and Digs are registered trademarks of Zillow, Inc. Retsly is a trademark of Zillow, Inc.

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