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Zillow Launches Zillow Rent Connect

Program provides multifamily property management marketers with certified contacts, real-time inventory and pricing, personalized account management

SEATTLE, June 17, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today launched Zillow® Rent Connect, a performance-focused marketing solution that will transform the way multifamily property management marketers connect with future residents. The foundation of Zillow Rent Connect is high-quality, certified contacts from the Zillow Rental Network coupled with elite service for multifamily marketers.

Zillow Rent Connect listings will be seen across the Zillow Rental Network, the largest rental network on the Web, comprised of the millions of rental shoppers on Zillow.com®, Yahoo!® and HotPads™. In addition, 15 million rental shoppers come to Zillow rental sites each monthⁱⁱ and Zillow operates two of the most popular and top-rated rental apps across iOS and Android®ⁱⁱⁱ.

Each contact through Zillow Rent Connect is designed to be a real inquiry from a real person, with a name, email address and phone number. The Zillow Rent Connect contact generation process is SOC 3SM-certified by Ernst & Young, an independent certified public accounting firm, which means that the technology provides multifamily property management marketers with only high-quality contacts, saving time and money.

Zillow Rent Connect also offers real-time inventory and pricing. In partnership with property management solutions, unit availability and pricing are updated in real time, resulting in accurate inquiries from future residents.

"Zillow Rent Connect starts with our relentless commitment to contact quality. We are about transparency and reducing the friction in the new resident process," said Greg Schwartz, chief revenue officer at Zillow. "Contact generation is based on a consumer requesting to connect with your building and is not generated through deceptive merchandising, which means each generated contact is unique and not duplicated."

In addition, Zillow Rent Connect provides the following powerful set of tools for multifamily marketers:

- **Property Management Software Integration.** The Zillow Rent Connect API automatically feeds high-quality, certified contacts to property management software, eliminating the need to manually enter contacts.
- **Elite Level of Service.** A dedicated account manager will help set up listings, monitor performance and perform monthly content audits to ensure marketers are getting the most out of the Zillow Rental Network.

To learn more about the program, email multifamily@zillow.com or call 855-657-6614. The Zillow Rental Network team will be at the National Apartment Association Education Conference & Exposition in Denver, June 19 -21. Stop by booth No. 805 to learn more about Zillow Rent Connect.

About Zillow, Inc.

Zillow, Inc. (NASDAQ: Z) operates the leading real estate and home-related 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 life cycle 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 nearly 82 million monthly unique users in April 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs™, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™ and StreetEasy®. The company is headquartered in Seattle.

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The Zillow logo is available at <http://zillow.mediaroom.com/index.php?s=191>

SOC 3 is a service mark of the American Institute of Certified Public Accountants.

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ⁱ Source: comScore Media Metrix Key Measures Real Estate Category Ranking by Unique Visitors, February 2014, US Data, Zillow Rental Network is the unduplicated reach of Zillow.com Rentals and HotPads.com, Media Metrix Audience Duplication report, February 2014 US Data.

ⁱⁱ Source: Google Analytics, April 2014

ⁱⁱⁱ Source: App Store and Google Play ratings of 4+ and 4 stars, April 2014.

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