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Northeast Florida Multiple Listing Service Joins Zillow Partnership Platform

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

SEATTLE, Feb. 11, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate and home-related information marketplace, today announced the Northeast Florida Multiple Listing Service, also known as [RealtyWEB.Net](#), has joined the Zillow® Partnership Platform. Through the Zillow Partnership Platform, NEFMLS's 6,000 members will be able to send their more than 15,000 residential listings in Northeast Florida directly to Zillow as part of the brokers' online marketing activities.

"We are very pleased to welcome NEFMLS to the Zillow Partnership Platform," said Curt Beardsley, Zillow vice president of industry development. "NEFMLS's members can rest assured they are getting clear attribution on all their listings as well as links back to their websites - and the speed and accuracy of being able to update their listings as often as every 15 minutes."

"Zillow is providing a service to a significant portion of our members," said Ron Stephan, CEO of NEFMLS. "A direct relationship will improve the quality of our listings data and ensure the timeliness that is crucial to real estate, especially in terms of price and status updates."

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.

(ZFIN)

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 73 million unique users in December 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgages, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Mortech®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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