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## Zillow Group Gives Listing Agents a "Boost" With New Ads; Expands Reach of Premier Agents Through Facebook with "Premier Agent Direct"

SEATTLE, Oct. 27, 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 several new products to help Premier Agents connect with home shoppers and sellers through expanded advertising opportunities.

- 1 **Premier Agent® Direct:** Zillow Group is expanding its publishing network to Premier Agents through a new connection with Facebook®. Premier Agent Direct combines the power of the most visited real estate network with one of the most widely used social media platforms, allowing real estate agents or teams to expand the targeted audience they advertise to through a simple, easy platform using Zillow Group's Precision Targeting. This technology identifies home shoppers using Zillow® or Trulia® and connects with them on Facebook. Agents can feature a specific listing - which can be a powerful tool in listing presentations - or automatically highlight new listings or recently sold homes. Premier Agent Direct helps agents more efficiently work their farm area and either extend or eliminate the need for a direct mail campaign by using Precision Targeting to connect with local home shoppers and sellers on a medium they are using every day. Premier Agent Direct is available on mobile and desktop.
- 1 **Seller Boost:** Seller Boost leverages Zillow and Trulia's enormous audience of potential home sellers to generate listing leads for Premier Agents. The new Seller Boost ads will appear on the home details pages of homes that are not-for-sale and the owner dashboard. Both of these products seamlessly integrate into the Premier Agent App. This new product will be available to a limited group of Premier Agents before the end of the year.

"We have worked incredibly hard this year to create new opportunities for agents to connect with buyers and sellers so they can scale their businesses with greater ease - the new products are the results of those efforts," said Greg Schwartz, Zillow Group chief business officer. "Through this new publishing platform, we have created a way to significantly increase the agent's reach to consumers who are in a transaction mindset. With Precision Targeting, we know these people are using Zillow and Trulia, and now there's a new opportunity to connect with them on Facebook. Coupled with the launch of Seller Boost, these products will help agents connect more effectively and easily with interested buyers and sellers through our growing platform."

These features were unveiled at the Zillow Group Premier Agent Forum in Las Vegas, Nev. The Premier Agent Forum is an annual event that brings together more than 1,500 Premier Agents 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, Premier Agent, 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. Bridge Interactive is a trademark of Bridge Interactive Group, LLC.

Facebook is a registered trademark of Facebook, Inc.

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