



November 5, 2013

Zillow Launches Zillow Tech Connect; Allows Brokers and Agents to Easily Use Zillow with Their Current Customer Relationship Management Program

Launch Partners BoomTown and Zurple to Directly Integrate and Connect with Zillow

SEATTLE, Nov. 5, 2013 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate and home-related information marketplace, today announced the launch of Zillow® Tech Connect, where leading technology companies can directly integrate and connect with Zillow to help brokers and agents be more productive and successful. Contact management and marketing software providers BoomTown and Zurple signed on as launch partners.

This program allows technology companies to partner with Zillow to integrate their systems for the successful brokers and agents who use Zillow as a key component of their marketing efforts — at no additional cost. Zillow already offers its own contact management software, which is used by thousands of brokers and agents. However, Zillow recognizes that what is ultimately important is that brokers and agents use the process they are most comfortable with, and that it efficiently connects them to consumers ready to engage.

Now, more than 15,000 brokers and agents using the first Zillow Tech Connect partners' software will be able to directly access and manage contacts from Zillow's nearly 64 million monthly mobile and Web unique users, giving them more flexibility when choosing a CRM system.

"The majority of real estate companies and professionals have heavily invested in proprietary productivity and CRM systems, and while Zillow offers excellent tools such as Agentfolio™, we think it's important to support various technology platforms," said Greg Schwartz, Zillow chief revenue officer. "Our launch partners, BoomTown and Zurple, provide cutting-edge productivity tools and the companies share our desire to help brokers, franchisors, teams and agents to seamlessly connect with Zillow and deliver better, smarter service to consumers."

"BoomTown is excited to partner with Zillow and offer a heightened level of service and data intelligence through a tight integration with the largest real estate search network," said Grier Allen, BoomTown's CEO and president. "The top real estate agents and brokers in the industry rely on BoomTown to be their central hub for managing leads. We will continue innovating to help real estate professionals provide the best consumer experience to home buyers and sellers."

"We are thrilled to be part of this program to seamlessly integrate Zillow contacts into Zurple Conversations™. We look forward to providing our clients Premier Agents with consistent and valuable conversations with their Zillow leads. This program will benefit brokers, agents and consumers," said Robert Schulte, president and CEO of Zurple.

Zillow is accepting applications for additional companies to join the Zillow Tech Connect program. To participate, email techpartnerships@zillow.com to submit an application.

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 64 million monthly unique users, 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.

About BoomTown

Founded in 2006 and headquartered in Charleston, SC, BoomTown is a fast growing, web-based software company that offers a robust online marketing system for real estate professionals. The system includes a customized WordPress real estate website integrated with local MLS data, personalized online advertising and inbound marketing services, a dedicated Client Success Manager, and a cutting-edge CRM (Customer Relationship Management System) with marketing automation. BoomTown's software solution is being used by more than 700 of the top-producing real estate brokerages and teams across the country, and the company was recognized on the 2013 Inc. 500 Fastest Growing Companies List. For more about BoomTown, visit <http://boomtownroi.com/>.

About Zurple

Zurple is effectively using data analytics to drive deals for Realtors. Zurple software analyzes a real estate lead's click-stream behavior and uses insights gained from it to start conversations between the real estate lead and Realtor. Inc. magazine ranked Zurple No. 33 on its annual Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies, with three year sales growth of 7,112 percent. For more information about Zurple, visit <http://zurple.com/>

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

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