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Zillow Group Announces New Features to the Premier Agent Program Designed to Help Agents and Teams Grow Their Business

Zillow Group to launch team profiles, new lead management tools and shopping cart experience

SEATTLE, March 31, 2016 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced several new tools and services designed to help Premier Agents and teams scale their business through technology.

"We know that consumers' expectations around customer service have radically changed in the past several years," said Greg Schwartz, Zillow Group chief business officer. "Gone are the days when agents had a day to respond to a potential buyer or seller; now, if they don't hear back from an agent immediately, they'll move onto the next agent. Agents spent a lot of time and energy on simply responding to leads. These new enhancements will help agents, brokers and teams handle the pace of leads coming from Zillow[®] and Trulia[®] so they can keep their focus on delivering excellent customer service."

New tools and services include:

- 1 **Team profiles.** Many agents have made the shift to the team model as a way to keep up with the influx of leads they are receiving from online sources. The launch of team profiles gives agents the opportunity to better identify themselves with their team while retaining an individual profile. Now, team profiles will show all the agents associated with that team along with their reviews and past transactions.
- 1 **New lead management tools.** Along with team profiles, a new suite of lead management tools allow team leaders to assign online leads automatically to their team and better track the results. Leads can be routed based on factors such as price and location. Team leaders have the ability to see exactly how the buyer or seller was handled by their team members.
- 1 **New shopping cart experience.** Premier Agents now have a new way to buy their advertising through a self-serve shopping cart experience. Now agents have more flexibility and control around their advertising across Zillow and Trulia.

Team profiles and lead routing are expected to be available by the end of April. The new shopping cart experience will be rolling out over the next few months. Premier Agents with questions about these new tools or services should reach out to their business consultants for more information. Those agents interested in joining the Premier Agent[®] program should visit www.zillow.com/agent-advertising/ for more information.

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[®] and HotPads[®]. 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 Postlets[®], Mortech[®], Diverse Solutions[®], dotloop[®] and Retsly[®]. The company is headquartered in Seattle.

Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, Retsly, HotPads and Premier Agent are registered trademarks of Zillow, Inc. Trulia is a registered trademark of Trulia, LLC. dotloop is a registered trademark of DotLoop, LLC.

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