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Zillow Group Completes Integration of Trulia and Zillow Advertising Products; Unveils Premier Agent Platform

The combined advertising platform of Zillow and Trulia offers agents access to the largest audience of home shoppers and buyers on mobile and Web

SEATTLE, Sept. 9, 2015 /PRNewswire/ -- Zillow Group (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 the integration of Trulia into Zillow Group has been completed. Zillow Group has been working to integrate Trulia's advertising products with Zillow's since the acquisition closed in February 2015. The integration, originally slated to be complete by the end of 2015, has been completed significantly ahead of schedule with the combination of Zillow and Trulia's advertising platforms.

"As we near the end of this transitional year, I am incredibly proud of the speed at which we integrated the Zillow and Trulia advertising products," said Spencer Rascoff, Zillow Group CEO. "Every one of our ad products - mortgages, rentals, display media, and now real estate agent advertising - are seamlessly integrated so Zillow Group clients can buy advertising from one company, and the ads are shown across multiple consumer brands. We completed this complicated integration months ahead of schedule and are now well-positioned to benefit from our enormous audience scale as we move into 2016."

For agents and brokers who use Zillow and Trulia to connect with buyers and sellers, the completion of the integration means they can manage their advertising efforts across both sites through one streamlined platform, Premier Agent. Through Premier Agent, agents can access and manage their combined Zillow and Trulia profile, which includes profile information, client reviews, and past sales. Agents can also manage their advertising products and contacts, and have access to fast, comprehensive customer support.

Zillow Group has already completed the transition of all other areas including corporate shared services, operations, mortgage advertising, display media and rentals advertising. To commemorate the occasion, the team responsible for the real estate advertising integration will ring the opening bell at NASDAQ this morning.

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®, Market Leader®, dotloop® and Retsly™. The company is headquartered Seattle.

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

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