

December 19, 2012

## Zillow Launches Free Websites for Rental Professionals

### Customized, Easy-to-Build Websites Now Included in Zillow Rentals' Free Suite of Tools and Productivity Solutions

SEATTLE, Dec. 19, 2012 /PRNewswire/ -- Zillow, Inc. (NASDAQ:Z), the leading real estate information marketplace, today announced the addition of Property Management Websites to the Zillow® Rentals suite of free tools and productivity solutions. Now property managers and rental agents can quickly and easily create a custom website for their personal brand or business, for free.

With 90 percent of home shoppers starting their real estate search online[i], it's essential that all real estate professionals have a Web presence. With this launch, Zillow enables property managers and rental agents to create beautifully designed, professional looking websites that allow prospective renters to search their inventory and contact them directly.

"At Zillow we're focused on giving rental professionals the tools they need to attract and collaborate with prospective tenants," said David Vivero, vice president of Zillow Rentals. "Giving every property manager a beautiful search engine-optimized website is yet another way Zillow Rentals will help rental professionals get more exposure for their listings and fill their vacancies faster and more easily."

Zillow Property Management Websites are designed for rental professionals who do not have their own website, wish to improve their current website or are looking for a free custom Web solution. Zillow Property Management Websites can be created quickly without the need for Web expertise. Key features include:

- Integration with Zillow Rentals listings and suite of professional tools: When rental pros update pricing, availability and other attributes of their rental properties within their Zillow Rentals account, their branded Rentals Website will automatically reflect those changes.
- A personalized domain name of the rental pro's choosing.
- A variety of templates, themes and colors.
- Customizable Neighborhood pages that are integrated with Zillow's local market data, local school information and Walk Scores.
- Integration with Zillow's free customer relationship management platform to track and convert leads and customer contacts coming from the website.
- Search engine optimization.
- "Rent vs. Buy" and "How Much is My Rent" calculators.

Zillow is in the midst of growing its rental offerings for consumers and professionals. In October 2012, the company launched Zillow Rentals, a free marketplace and suite of tools for rental professionals, which includes listing distribution across the Zillow Rental Network, the largest rental network on the Web[ii], comprised of millions of shoppers on [Zillow.com](http://Zillow.com) and Yahoo!® Homes. In November 2012, Zillow acquired HotPads™, an established and significant player in rentals for both consumers and professionals. Nearly 2.8 million unique users visited HotPads in October, primarily to shop for rentals. Zillow expects HotPads to join the Zillow Rental Network.

Zillow already offers Premier Agent Websites for real estate agents, which are free for thousands of Zillow Premier Agents or \$10 per month.

To get more information, visit <http://rentalpro.zillow.com/websites> . To learn more about Zillow Rentals, visit <http://rentalpro.zillow.com/>

#### About Zillow, Inc.

Zillow (NASDAQ: Z) is the leading [real estate](#) information marketplace, providing vital information about homes, real estate listings and [mortgages](#) through its website and mobile applications, enabling homeowners, buyers, sellers and renters to connect with real estate and mortgage professionals best suited to meet their needs. Thirty-three million unique users visited Zillow's websites and mobile applications in November 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets®, Diverse Solutions®, [Zillow Rentals](#) , [Buyfolio](#)™ , Mortechn™ and HotPads™. The company is headquartered in Seattle.

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[i] Source: 2012 National Association of Realtors Profile of Home Buyers and Sellers

[ii] Source: comScore Media Metrix Real Estate Category Ranking by Unique Visitors, June 2012, US Data.

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