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HomeSmart Expands Partnership with Zillow Group

Partnership enhances branding on HomeSmart listings across Zillow & Trulia and allows HomeSmart's 11,000 agents to showcase their agent reviews on their own websites

SEATTLE, Oct. 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 HomeSmart, a large real estate company headquartered in Scottsdale, Ariz., has expanded its partnership with Zillow Group. HomeSmart has 11,000 agents through 17 states and 92 offices.

Through this expanded agreement, HomeSmart's listings on Zillow® and Trulia® have guaranteed listing agent exposure while delivering enhanced brokerage branding with prominent display of their brokerage logo, a company description, and an embedded video on every HomeSmart listing page across Zillow and Trulia.

Additionally, the new partnership leverages Zillow Tech Connect: Reviews, which makes HomeSmart's agent reviews that have been collected on Zillow and Trulia available for display directly on their own brokerage and agent websites. By adding reviews from Zillow and Trulia, HomeSmart maximizes the power of their agents' reviews ensuring they are seen by potential customers across Zillow, Trulia and HomeSmart's online audiences.

"HomeSmart has always been an incredibly forward-thinking organization," said Errol Samuelson, Zillow Group chief industry relations officer. "From their inception they have taken a holistic approach to technology by providing cutting edge tools and services that help their brokers, agents, and the customers they serve. We are excited to support their continued success with a dedicated listings feed, enhanced branding on their listings, and reviews which will capitalize on their exceptional customer experience."

"We are excited to expand our partnership with Zillow Group," said Ashley Bowers, HomeSmart chief operating officer. "Providing our agents an easy way to not only market their listings, but market their excellent customer service skills through hard-earned reviews, is a top priority for us."

Zillow Group partners with more than 15,000 brokerage and franchise brands around the country. To learn more about Zillow Group's Broker offerings, visit www.zillow.com/broker-partners/ or email brokerengagement@zillow.com. For more information about HomeSmart, visit www.HomeSmart.com.

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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, 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.

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