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Northwood Realty Joins Zillow Pro for Brokers

Zillow Pro for Brokers continues to gain momentum More than 13,000 broker partners are now enrolled in the program

SEATTLE, Jan. 27, 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 Northwood Realty Services has joined the Zillow® Pro for Brokers program. Northwood Realty has more than 1,000 agents throughout Pittsburgh, western Pennsylvania and eastern Ohio, accounting for more than 3,200 listings in the region.

"We are pleased to welcome Northwood Realty back as a Zillow Group partner," said Errol Samuelson, Zillow Group chief industry development officer. "We worked very closely with Northwood's leadership team to build a partnership that meets their needs. Now, their agents and their clients receive all the benefits of a direct listings feed to Zillow and Trulia, including increased speed and accuracy across Zillow Group sites."

"Our agents and home sellers can again take advantage of the high visibility that Zillow Group offers," noted Tom Hosack, president and CEO of Northwood Realty Services. "Data management technologies continue to evolve across the industry, and we are pleased to see the recent improvements and enhancements that Zillow Group has made in managing the accuracy and delivery speed of our data."

Zillow Pro for Brokers continues to grow rapidly. Currently the program has more than 13,000 broker partners around the country. Zillow Pro for Brokers is a five-point program that improves listings accuracy, provides better reporting, includes a powerful contact follow-up system and increases the visibility of listing agents for participating brokerages. In addition to retaining ownership of their data, brokerages' agents will always be displayed first next to their listings, as well as have branding, including their company logo, included with the listings.

To learn more about Zillow Pro for Brokers, visit www.zillow.com/broker-partners/ or email partners@zillow.com or call 206-757-4250.

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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® 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 Mortech®, Diverse Solutions®, dotloop® and Retsly®. The company is headquartered in Seattle.

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