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Cape Cod & Islands Multiple Listing Service, Inc. Joins Zillow Partnership Platform

Program allows MLS to send real-time listings directly to Zillow on behalf of participating brokers

SEATTLE, Jan. 9, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home related marketplace, today announced the Cape Cod & Islands Multiple Listing Service, Inc. has joined the Zillow® Partnership Platform. The Zillow Partnership Platform empowers brokers with a choice to market their inventory directly on Zillow through the MLS. Now, members of the Cape Cod & Islands MLS will have their listing data sent directly to Zillow as often as every 15 minutes, ensuring that current, active listings always are up-to-date and in sync with the MLS data.

"Cape Cod, Nantucket and Martha's Vineyard have always been attractive places to live and work, and recent home value growth in the area reflects that inherent desirability," said Curt Beardsley, Zillow vice president of industry development. "Their housing market moves fast, and we're thrilled to become a partner with the Cape Cod & Islands MLS, and help their more than 2,300 members market their listings efficiently and effectively."

"Our goal is to empower our members to have better control when it comes to marketing their listings and strengthen our commitment to data integrity as an MLS," said Ryan Castle, CEO of the Cape Cod & Islands MLS. "Forming this direct relationship with Zillow achieves those goals and provides our members with benefits they would not otherwise receive ensuring their listings will be seen by the millions of consumers using Zillow for their home search every day."

Through this program, real estate agents from brokerages that choose to participate will be prominently displayed as the listing agent on all of their listings and be able to receive leads directly from Zillow. Brokerages will receive attribution, branding, a link back directly to their website and have daily reporting access. In addition, members of the Zillow Partnership Platform can choose to implement the Zillow Data Dashboard, a new listing management and reporting platform that puts increased control of listings in the hands of MLS members and brokers who send direct feeds to Zillow. To learn more about the platform, email mlspartners@zillow.com or call 206-757-4250.

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About Zillow, Inc.

Zillow, Inc. (NASDAQ:Z) operates the leading real estate and home-related information marketplaces on mobile and the Web, with a complementary portfolio of brands and products that help people find vital information about homes, and connect with the best local professionals. Zillow's brands serve the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition, Zillow offers a suite of tools and services to help local real estate, mortgage, rental and home improvement professionals manage and market their businesses. Welcoming more than 74 million unique users in November 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgages, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Mortech®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

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