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## **Miami Association of REALTORS, the Largest Local Realtor Association in the Country, Sending Listings Directly to Zillow and Trulia**

SEATTLE, June 17, 2015 /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 the Miami Association of REALTORS<sup>®</sup> has signed a new distribution agreement with Zillow and Trulia. The Miami Association of REALTORS<sup>®</sup> is the largest local association in the nation, representing more than 36,000 members in Southeast Florida.

"South Florida is an extremely attractive and affordable market - it's getting a lot of interest from foreign and domestic home buyers alike," said Errol Samuelson, Zillow<sup>®</sup> Group chief industry development officer. "We are very pleased to have reached an agreement with the Miami Association of REALTORS<sup>®</sup> to bring their listings directly to Zillow and Trulia. Now, their members have the opportunity to market their listings to the more than 140 million monthly unique users who visit Zillow Group's consumer brands<sup>1</sup>, with the added security of ensuring their listings reflect exactly what's in the MLS."

"Miami is one of the leading global cities worldwide and continues to attract new residents and second home buyers and investors from the U.S. and internationally, so it is extremely important that we facilitate marketing and exposure for our members and their properties," said Miami CEO Teresa King Kinney. "Our association and MLS is pleased to offer this easy platform for our brokers to make their listing distribution choice, add their company preferences and be assured of the accuracy of the data being sent."

Members of the Miami Association of REALTORS<sup>®</sup> are able to manage their listings through the newly-launched Zillow Data Dashboard on Clarity Direct Connections Platform.

Through the Zillow Partnership Platform, real estate agents will be prominently displayed as the listing agent on all of their listings and be able to receive leads directly and at no cost from Zillow Group sites. Brokerages will receive attribution, branding, a link back directly to their websites and have daily reporting access. To learn more about the platform, email [mlspartners@zillow.com](mailto:mlspartners@zillow.com) or call 206-757-4250.

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### **Zillow Group**

Zillow Group (NASDAQ:Z) 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<sup>®</sup>, Trulia<sup>®</sup>, StreetEasy<sup>®</sup> and HotPads<sup>®</sup>. 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<sup>®</sup>, Mortech<sup>®</sup>, Diverse Solutions<sup>®</sup>, Market Leader<sup>®</sup> and Retsly<sup>™</sup>. The company is headquartered in Seattle.

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REALTOR<sup>®</sup> is a registered trademark of the National Association of REALTORS<sup>®</sup>.

<sup>1</sup> Source: Internal tracking via Google Analytics and Omniture Unique Visitors data, unduplicated, April 2015

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