



April 28, 2017

## **REcolorado Partners with Zillow Group**

### **The largest multiple listing service in Colorado to send listings directly to Zillow and Trulia**

SEATTLE, April 28, 2017 /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 a new partnership with [REcolorado](#), the largest multiple listing service (MLS) in Colorado, serving more than 20,000 real estate agents from Denver and the Front Range. REcolorado serves five REALTOR® associations: Aurora Association of REALTORS®, Denver Metro Association of REALTORS®, Mountain Metro Association of REALTORS®, REALTORS® of Central Colorado, and South Metro Denver REALTOR® Association.

"We are incredibly pleased to offer our subscribers a partnership with Zillow Group that provides unique branding and benefits that can't be matched in Colorado," said Kirby Slunaker, president and chief executive officer of REcolorado. "In addition to providing a fast and easy way to get their listings in front of home shoppers, we are bringing brokers significant value through prominent branding on their listings on Zillow and Trulia, along with dedicated broker pages to those who choose to send their listings through REcolorado."

"Denver is one of the hottest markets in the country right now and we are incredibly happy to build this relationship with REcolorado during the spring home shopping season," said Errol Samuelson, Zillow Group chief industry development officer. "Now, REcolorado subscribers can have their listings in front of the largest and most engaged audience of home shoppers in less than 10 minutes, simply by opting-in their listings as they enter them in the REcolorado Matrix MLS. The millions of home shoppers who visit our sites and apps will now have a comprehensive view of available inventory in one of the hottest markets in the U.S."

REcolorado members can add their listings to the feed starting April 26 through the REcolorado Syndication Portal. Listings will be live by May 1.

Through the Zillow Partnership Platform, real estate agents are prominently displayed as the listing agent on all of their listings and can receive leads directly from Zillow and Trulia, all at no cost. Brokerages receive attribution, branding, a link back directly to their websites and 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 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 Mortechn®, dotloop® and Bridge Interactive™. The company is headquartered in Seattle.

Zillow, Mortechn, 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, Contact, Cheque and Compose are trademarks of Bridge Interactive Group, LLC.

REALTOR® is a trademark of the National Association of REALTORS

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