



July 15, 2014

Zillow Tech Connect Now Has 25 Technology Partners

More than 100,000 contacts have passed through the program since November 2013

SEATTLE, July 15, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information marketplace, today announced that Zillow® Tech Connect has surpassed 25 partners. Zillow Tech Connect allows technology companies to connect their systems with Zillow, creating a more seamless experience for the brokers and agents who use Zillow as a key component of their marketing efforts - at no additional cost. Since the launch of Zillow Tech Connect in November 2013, more than 100,000 contacts have passed through the program directly into agents' chosen platform.

"We couldn't be more pleased with the growth of Zillow Tech Connect," said Greg Schwartz, Zillow chief revenue officer. "Giving agents and brokers the freedom of choice is very important to Zillow, and we are adding great technology partners every day that allow agents to connect to the platform that best fits their needs."

The 25 partners represent 29 different technology options. One of the newest additions to the program, Zapier, allows brokers and agents to convert their Zillow contacts to other widely-used CRM systems including Salesforce, Zoho, Highrise and Infusionsoft, via the Zapier dashboard. Agents and brokers who choose to use Zapier simply need to set up a Zapier account.

"Zapier and Zillow Tech Connect share the same goal: give users the power to place their data where it serves them best," said Wade Foster, co-founder and CEO of Zapier. "It's exhilarating to speak with real estate agents who already rely on Zapier to, for example, automatically add leads to a CRM from a form submission on their own site. Now that we have the Zillow Tech Connect integration among our over 300 connected apps, we truly believe we're building the best automation tool for real estate agents."

Zillow Tech Connect partners say they have been pleased with the program response. Scott Schmitz, President and CEO of RealOrganized, Inc., the parent company of RealtyJuggler, who has been a Zillow Tech Connect partner since March, said, "The response from agents and brokers using RealtyJuggler's connection with Zillow Tech Connect has been amazing - everyone really loves how easy it is to set up and use."

Grier Allen, CEO and President of BoomTown, added, "Tech Connect has provided another valuable way for us to help our clients deliver the best experience possible to home buyers and sellers. Our clients have really enjoyed the ease of integrating their Zillow contacts directly into the BoomTown system."

The following companies are now live on Zillow Tech Connect:

- Big Purple Dot
- BombBomb
- Boomtown
- Boston Logic
- Cimmaron Software, Inc.
- Cloud CMA
- Commissions Inc.
- Homepath Lending
- IXACT Contact
- Kunversion
- Lion Desk
- My Short Track
- Planet RE
- PlanPlusOnline
- Position 4 Profit
- RealtyJuggler
- RealScout
- Sselectrified
- Slacker
- Sugar CRM
- TorchX
- Wise Agent
- ZAP by Zip Realty

- Zapier
- Zurple

Zillow already offers its own contact management software, which is used by many brokers and agents. However, Zillow believes that brokers and agents should have the right to choose the technology they are most comfortable with, and that most efficiently connects them to consumers ready to engage on their home search.

Companies interested in joining Zillow Tech Connect can email techpartnerships@zillow.com for more information.

(ZFIN)

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 83 million unique users in June 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™ and StreetEasy®. The company is headquartered in Seattle.

Zillow.com, Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, Agentfolio and Digs are registered trademarks of Zillow, Inc. HotPads is a trademark of Zillow, Inc.

SOURCE Zillow, Inc.

News Provided by Acquire Media