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Zillow Group Unveils New Technologies in Premier Agent App That Enable Agents to Deepen Their Connections with Clients, Build Strong Personal Brands

Evolving Tech Features Will Streamline Agent-Client Communication, Allow Agents to Appear as a Client's Only Buyer's Agent for Every Listing They View on Zillow or Trulia

SEATTLE, Oct. 26, 2017 /PRNewswire/ -- Zillow® Group, Inc. (NASDAQ: Z and ZG), which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced new products to help Premier Agents deepen their connections with clients and build their own personal brands through new technologies in the Premier Agent App. Zillow Group's evolving tech features will streamline agent-client communication and allow agents to appear as a client's only buyer's agent for listings they view on Zillow or Trulia®. These features were unveiled at the Zillow Group Premier Agent Forum in Las Vegas, Nevada. The Premier Agent Forum is an annual event that brings together nearly 2,000 Premier Agents to meet with Zillow Group executives and learn from other real estate experts about the latest industry trends.

"Buying or selling a home is often one of the biggest financial decisions someone makes in their lifetime, and in 2017 it's not just a transaction, it's about connection," said **Greg Schwartz, Zillow Group Chief Business Officer**. "That's why at Zillow Group, we're committed to developing tools and technology that streamline communication between agents and clients. We've evolved our Premier Agent App with features that enable an agent to appear as the only buyer's agent on for-sale listings their clients view on Zillow or Trulia—and that helps agents develop trust with clients while they build their own personal brand."

Schwartz previewed the new features—widely available to agents in 2018—that will evolve the Premier Agent App into an all-in-one communication platform:

Evolving the Premier Agent App

Text Messaging, Email, Tasks and Reminders

Agents will be able to send texts and emails directly within the Premier Agent App to simplify the client follow-up process and streamline agents' client communication into one place. As of today, agents can also set up tasks and reminders to stay on track providing consistent, excellent experiences for clients.

My Agent

Through the new My Agent feature, Zillow Group has simplified communication between agent and client: Once an agent establishes a relationship with a client via the Premier Agent App, either by inviting their client to connect directly, or, coming in 2018, automatically connecting by picking up a live transfer from Concierge, that agent will appear as the only buyer's agent on for-sale listings they view. The client's inquiries to learn more about a property or request a home tour will also go directly to their agent—in a single click. Additionally, online connections between agents and their clients will give agents access to Client Insights: visibility into your clients' online search activity on Zillow and Trulia. These features will be widely available in 2018.

Other new features Schwartz discussed today include:

Measuring client satisfaction

Zillow Group is committed to building a robust feedback platform that gathers rich information from buyers and sellers to improve upon the services it provides. While this process is still in development, information will be shared with agents and their teams in 2018.

3D Home

The next wave in real estate is virtual reality and augmented experiences. Starting in 2018, Zillow Group will support 3D tours on for-sale listings across the country. Zillow Group is building a free, first-of-its-kind app to make capturing these tours simple and fast.

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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 Mortech®, dotloop®, Bridge Interactive® and Retsly®. The company is headquartered in Seattle.

Zillow, Premier Agent, Mortech, StreetEasy, Retsly, Bridge Interactive, 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, LLC.

Note to Reporters:

Zillow Group Chief Business Officer Greg Schwartz will be discussing the following information during a Facebook Live session today, October 26, at 12:00 PM Pacific. To join, [click here](#).

More information also available on [Schwartz's blog, here](#).

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