



February 21, 2017

StreetEasy Joins Premier Agent

Agent advertising program brings StreetEasy, Zillow and Trulia together for the first time, giving real estate professionals the ability to reach the largest audience of New York City buyers

NEW YORK, Feb. 21, 2017 /PRNewswire/ -- StreetEasy®, New York City's leading real estate marketplace, announced it is joining Premier Agent®, Zillow Group's powerful agent advertising program that connects real estate professionals with active home shoppers and provides unique tools to help them manage and grow their business. Premier Agent on StreetEasy will launch on March 1, 2017.

With the addition of StreetEasy, the new Premier Agent program in New York City allows real estate professionals to purchase advertising on New York City for-sale listing pages within a selection of ZIP codes to reach home shoppers across StreetEasy, Zillow® and Trulia®. By integrating StreetEasy with Zillow and Trulia, real estate professionals can now reach the largest audience of New York City home shoppers through one platform.

As a part of Premier Agent, StreetEasy for-sale listings present home shoppers with an opportunity to connect with either the Premier Agent, representing the buyer, or the seller's agent.

"It is crucial for home shoppers to have a buyer's agent on their side, helping them analyze information and protecting their interests during the shopping and purchasing process," said Susan Daimler, general manager of StreetEasy. "Premier Agent is a game changer that will help facilitate these connections and fuel new streams of business for real estate agents. Tens of thousands of agents have seen success with Premier Agent and all the tools it offers and we're excited about finally bringing this platform to New York City."

As a part of the Premier Agent program, New York City real estate professionals will benefit from exclusive access to a suite of modern, technology-driven tools and services that will help them manage and grow their business. This includes Premier Agent Concierge for lead response, the Premier Agent App for lead management, the Agent Hub for self-service advertising purchases and Premier Broker, which offers advertising services for brokers.

This announcement continues StreetEasy's expansion of its marketing and business services for New York City real estate professionals to help them maximize business opportunities and connect to thousands of New York buyers, sellers and renters. Additional offerings include Building Experts, StreetEasy PRO and Featured Listings programs.

About StreetEasy:

StreetEasy is New York City's leading local real estate marketplace on mobile and the web, providing accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area. StreetEasy adds layers of proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons.

Launched in 2006, StreetEasy is based in the Flatiron neighborhood of Manhattan. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z and ZG).

StreetEasy, Zillow and Premier Agent are registered trademarks of Zillow, Inc. Trulia is a registered trademark of Trulia, LLC.

(ZFIN)

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/streeteasy-joins-premier-agent-300410526.html>

SOURCE StreetEasy

News Provided by Acquire Media