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StreetEasy Announces Top NYC Brokerages Join Premier Broker Program

Premier Broker bundles buyer leads from StreetEasy, Zillow and Trulia with exclusive technology and services designed for brokerages and team leads

NEW YORK, June 22, 2017 /PRNewswire/ -- StreetEasy®, New York City's leading real estate marketplace, today announced that many of the city's leading residential real estate firms are now leveraging the Premier Broker program, a platform that enables brokerages to purchase buyer leads on StreetEasy, Zillow® and Trulia® for-sale listings and then distribute them to their agents. Premier Broker is a robust, enterprise-level program that bundles buyer leads, concierge services for immediate lead follow-up, software to manage client communication and agent performance coaching that helps increase conversion on behalf of brokers and team leads across the country.

Among the city's largest firms, Premier Broker partners include The Corcoran Group, Douglas Elliman, BOND Real Estate and Nest Seekers.

Premier Broker, Zillow Group's advertising platform designed specifically for brokers, became available on StreetEasy with the launch of [Premier Agent® on StreetEasy](#) earlier this year. The platform helps streamline the management of buyer leads from StreetEasy, Zillow and Trulia with the support of exclusive, tailored tools and services for teams and brokerages. Such tools include a custom-built customer relationship management (CRM) platform to handle all their agents' new buyer leads, a lead conversion training series and a monthly accountability analysis that gives brokers insight into areas of success and where there is opportunity for improvement among their agents.

"Brokerages are incredible partners for us and Premier Broker allows StreetEasy to offer tools and services that are tailored towards the needs of brokerages and teams for the first time," said Susan Daimler, general manager of StreetEasy. "This program is a tremendous opportunity for both brokerages and their agents to better understand how to convert internet leads and provide the best experience for buyers, and we're excited about this strong adoption on StreetEasy since launch."

From our partners:

- | "For agents interested in identifying new opportunities for developing their business, they see this as a potential tool that can expand their customer base," said Pamela Liebman, President and CEO of The Corcoran Group.
- | "One of our priorities is to provide agents with the support they need to stand out and leverage technology that helps them conduct and grow their businesses as efficiently and effectively as possible," said Noah Freedman, Principal Broker at BOND Real Estate. "Premier Broker naturally aligns with this priority. It's a new way for us to facilitate connections with buyers, and we think BOND agents are very well equipped to capitalize on this opportunity."

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 them to thousands of New York buyers, sellers and renters. Additional offerings include Premier Agent on StreetEasy, 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.

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