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Douglas Elliman Joins Forces With StreetEasy and Bridge Interactive to Develop Exclusive Listing Entry Platform

New Elliman-Branded Platform Streamlines Listing Entry, Seamlessly Communicates Data and Instantly Publishes Updates

NEW YORK, Nov. 8, 2017 /PRNewswire/ -- [Douglas Elliman](#) and two Zillow® Group brands, [StreetEasy®](#) and [Bridge Interactive®](#), announced today an innovative technology and listing partnership that revolutionizes the way Elliman real estate agents will bring new sales and rental listings to market. Through this partnership, Elliman, the No. 1 brokerage in New York City and the fourth largest in the United States¹, and StreetEasy, New York City's leading real estate marketplace, are working together to develop an agent-facing platform that will allow agents to quickly and easily input, manage and market their listings.

"As the leading New York City real estate brokerage, we wanted to partner with the leading names in real estate technology to deliver the utmost in high-touch, convenient and smart customer service by means of enhanced data integrity," said Scott Durkin, COO of Douglas Elliman. "This new system will streamline our agents' ability to accurately input listings directly to StreetEasy or regional MLSs, effortlessly share their new exclusives with the rest of the brokerage community, and arm buyers and sellers throughout the market with better, more accurate data."

The new agent-facing platform will debut first in New York City in early 2018 in partnership with StreetEasy, who will leverage their existing desktop and mobile interfaces agents are already familiar with to build a one-stop, Elliman-branded platform for their NYC agents to enter and update listings. Updates will also be instantly published to both Elliman's internal systems and StreetEasy. Using Bridge Interactive to send listings to MLSs, Elliman will later expand access to this platform to other regions. In addition to New York City, Douglas Elliman operates in Long Island, Westchester, Connecticut, Florida, California and Colorado. It will expand to Massachusetts later this year.

"We are incredibly excited to leverage our technological expertise to further enhance our relationship with Douglas Elliman and help improve the day-to-day business of their agents," said Susan Daimler, general manager of StreetEasy. "Elliman and StreetEasy share a consumer-first philosophy that values timeliness and accuracy of data, for both sellers and buyers. This partnership will give their agents the most technologically advanced platform to input, manage and market their listings."

"This is a whole new way of doing business," said Elliman Chief Technology Officer Jeffrey Hummel. "We are not just producing a new listing system, we are creating a way for agents to streamline their work and ensure the listing is in perfect order before it hits any digital media. We are automating the agent's work, not the agent, freeing them to do what they do best, which is advising clients around the world on their real estate investments."

About Douglas Elliman Real Estate

Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and the fourth-largest residential real estate company nationwide. With more than 7,000 agents, the company operates approximately 110 offices in Manhattan, Brooklyn, Queens, New Jersey, Long Island, the Hamptons & North Fork, Westchester, Greenwich, South Florida, Colorado and California. Moreover, Douglas Elliman has a strategic global alliance with London-based Knight Frank Residential for business in the worldwide luxury markets spanning 59 countries and six continents. The company also controls a portfolio of real estate services including Douglas Elliman Development Marketing; Manhattan's largest residential property manager, Douglas Elliman Property Management, with over 250 buildings; and DE Commercial. For more information on Douglas Elliman as well as expert commentary on emerging trends in the real estate industry, please visit elliman.com.

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 Bridge Interactive are registered trademarks of Zillow, Inc.

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ⁱ Based on annual rankings by Real Trends, which ranks real estate brokerages according to closed sales volume:
<https://www.realtrends.com/rankings/real-trends-500-by-volume17>

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