



October 29, 2018

## **Zillow Group Announces "Best of Zillow" Program, Empowering Agents to Deliver Exceptional Customer Experiences and Transform Their Businesses through Data, Feedback**

### **Through Customer Feedback, Best of Zillow Highlights and Rewards the Very Best Agents While Giving Home Buyers and Sellers Visiting Zillow Group Sites an Experience They Can Trust**

SEATTLE, Oct. 29, 2018 /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 Best of Zillow, a data-driven system based on customer feedback that will highlight and reward agents who provide exceptional customer service, while continuing to give the home buyers and sellers visiting Zillow Group sites an experience they can trust. Best of Zillow was announced 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.

"At Zillow Group, we're obsessed with giving home shoppers an exceptional, streamlined experience--and we know the very best, most successful agents are, too," said **Greg Schwartz, President, Media and Marketplaces at Zillow Group**. "Those great agents are the future of real estate, which is why we're highlighting, celebrating and empowering them through Best of Zillow, using feedback that comes directly from customers."

"It's an exciting time to be a Premier Agent because Zillow is delivering on new innovations for the program that help me build my business," said **Parker Pemberton, Pemberton Homes, Coldwell Banker**. "I'm committed to being a step above the rest when it comes to providing value and a great, personal experience for home the buyers and sellers I work with, and Best of Zillow is a way for me to stand out among the crowd."

Best of Zillow's data-driven system will give agents visibility into the home shopper's journey, providing insight into which behaviors drive success and which don't — via real-time anonymous feedback from consumers throughout the transaction process. This new scoring system will, over time, reward and promote great agents who have a track record of making customers happy. The Best of Zillow program will roll out in phases, starting today, and will be fully live in early 2019. Key features of the program will include:

- | A customer experience report, based on anonymous, aggregated customer data, providing agents with a tool to help gauge personal or team performance with customers, along with suggestions to help them improve
- | Tools and training focused on the behaviors that drive customer satisfaction
- | Opportunity to be in an elite tier of agents who will receive added marketing benefits and designated "Best of Zillow" or "Best of Trulia" on their profile, based on customer satisfaction

The Best of Zillow announcement comes months after the rollout of a new Premier Agent program that focuses on connections, or live introductions between agents and home shoppers in real time. Zillow Group's 2018 Housing Trends Report found that agent responsiveness is the number one driver of consumer satisfaction, and through these improvements, home shoppers have been able to connect with an agent 97% of the time. In fact, since implementation of the new Premier Agent system, consumers say they are three to four times more likely to work with the agent they connect with.

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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.

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