

The logo features the Zillow Group icon, a stylized white house with three slanted roof sections, positioned to the left of the text. The text 'Zillow' is in a bold, white, sans-serif font, followed by 'GROUP' in a lighter weight of the same font. A thin white horizontal line is placed below 'Zillow GROUP'. Below this line, the words 'BROKER FORUM' are written in a white, all-caps, sans-serif font. The background consists of dark blue and light blue geometric shapes, with a small lime green triangle on the right side.

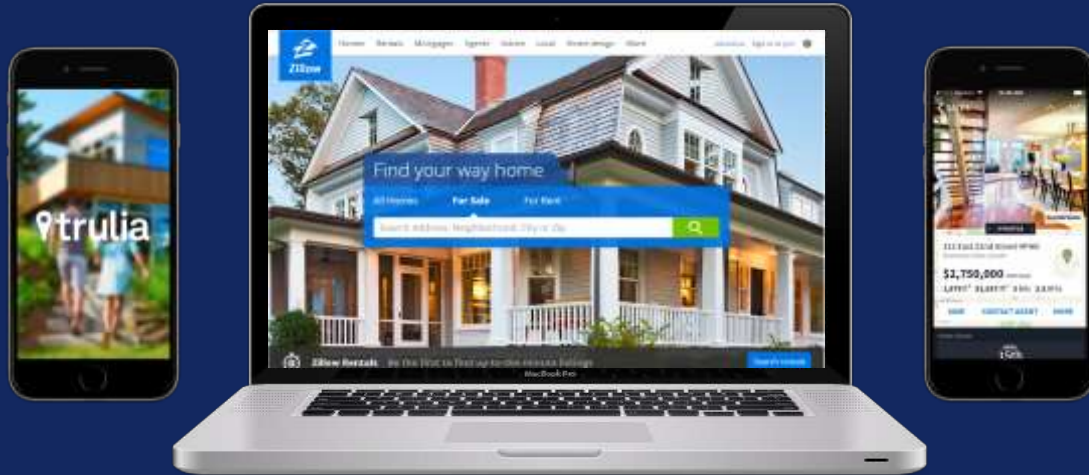
**Zillow**<sup>®</sup> GROUP  
BROKER FORUM



# ABOUT ZILLOW GROUP

# Zillow Group's mission

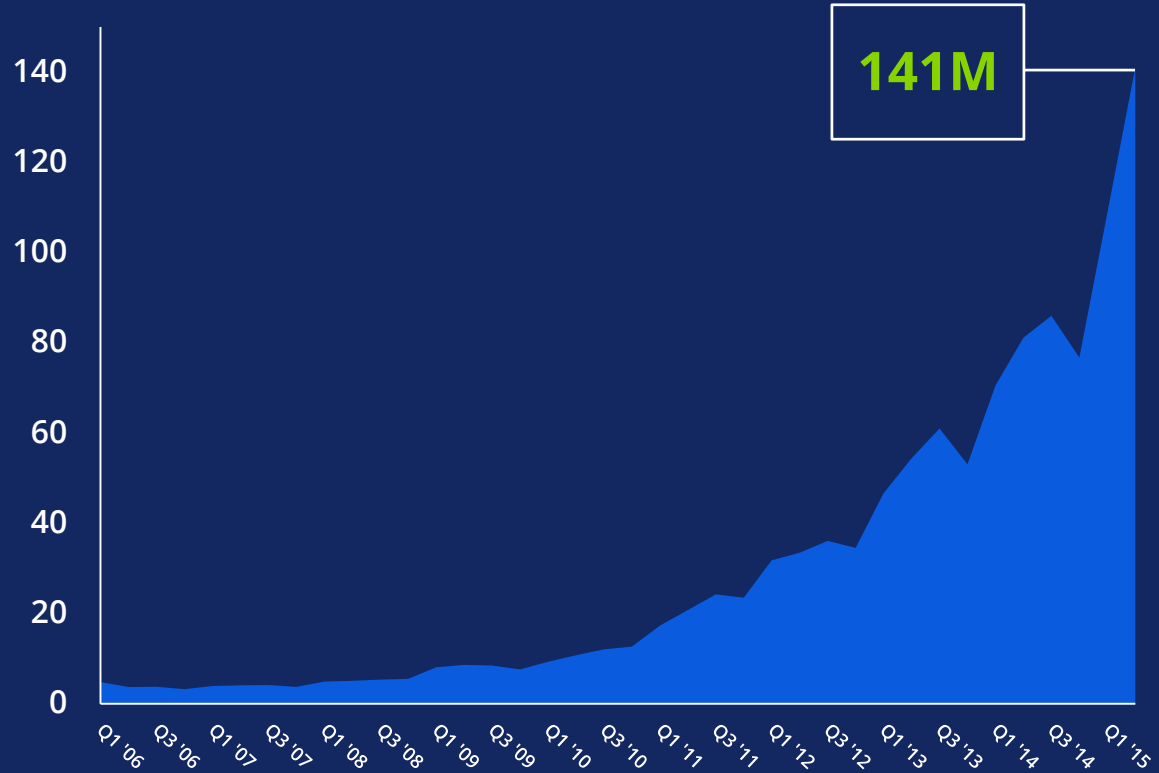
*To build the world's largest, most trusted and vibrant home-related marketplace.*



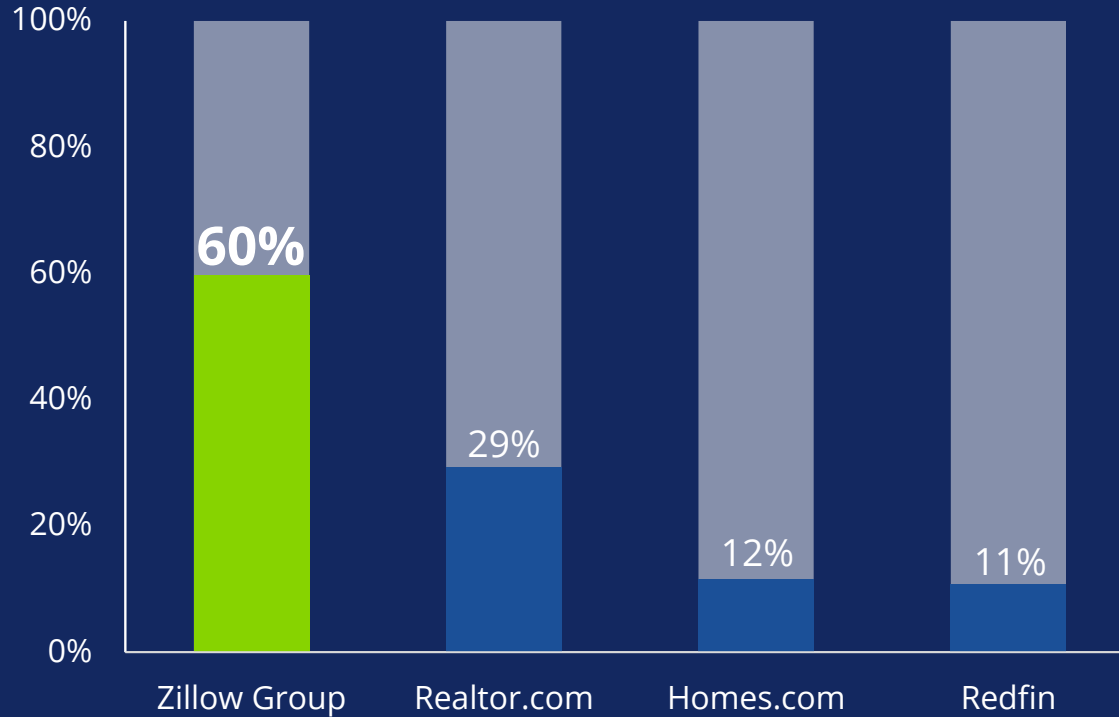
# Zillow Group continues to grow

## MONTHLY UNIQUE VISITORS

Quarterly average,  
Millions

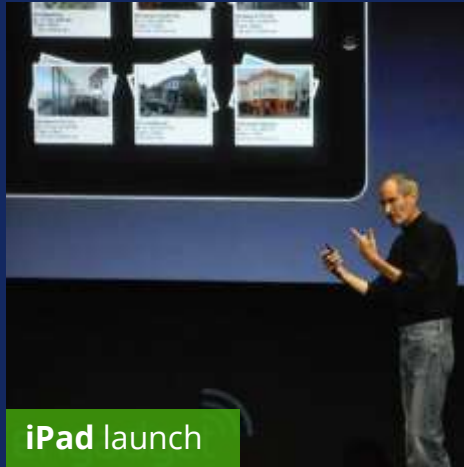


# Market share by brand



Source: comScore Media Metrix Real Estate Category Ranking by Unique Visitors, August 2015, US Data

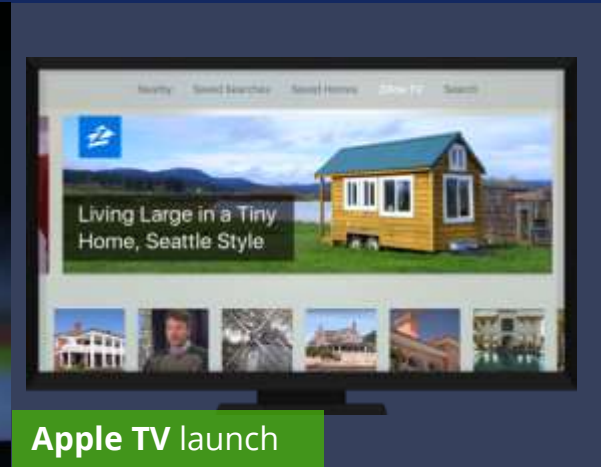
# We spend thousands of hours a year on our products



iPad launch



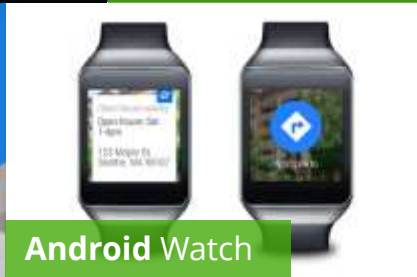
iOS 7 launch



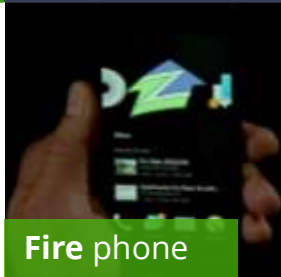
Apple TV launch



Ok Google



Android Watch



Fire phone

# Early focus on mobile

**72%** of home shoppers looking at real estate on a mobile device are looking at Zillow Group sites and apps.



Source: comScore Media Metrix Real Estate Category Ranking by Unique Users, June 2015

# We expand our audience through distribution partners





# What you can expect from Zillow Group

- ✓ Continued **product innovation** across brands and platforms to grow audience
- ✓ A business model focused on **selling advertising** to agents, teams and brokers to help grow their business
- ✓ **Connectivity to software** providers that improve agent and broker productivity
- ✓ Greater focus on **broker productivity** tools, like dotloop



# ZILLOW GROUP TECHNOLOGY AND PRODUCTS FOR BROKERS

# Broker Pro has three focus areas

1

## **Agent** exposure

- ✓ Listing agent visibility
- ✓ Agent reviews

2

## **Broker** branding

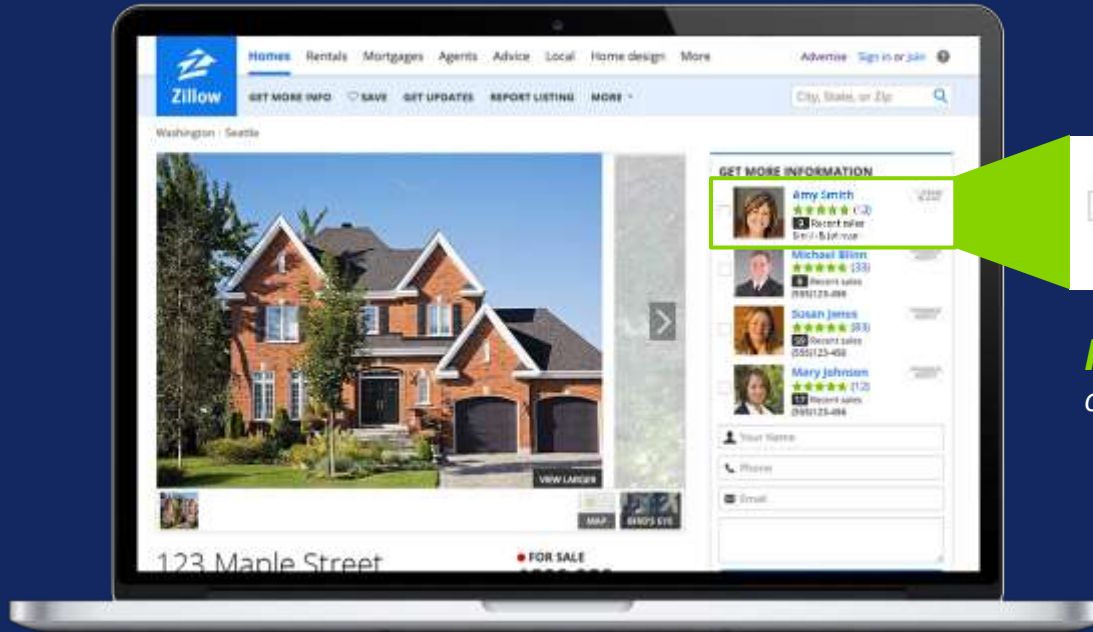
- ✓ Name in search results
- ✓ Prominent logo on home details page
- ✓ Branding video on listings
- ✓ Outbound link to website

3

## **Business** support

- ✓ Dedicated broker pages
- ✓ Broker support
  - [brokersupport@zillow.com](mailto:brokersupport@zillow.com)
  - (800) 986-5410

# Broker Pro gives listing agents prominent visibility



**Amy Smith**

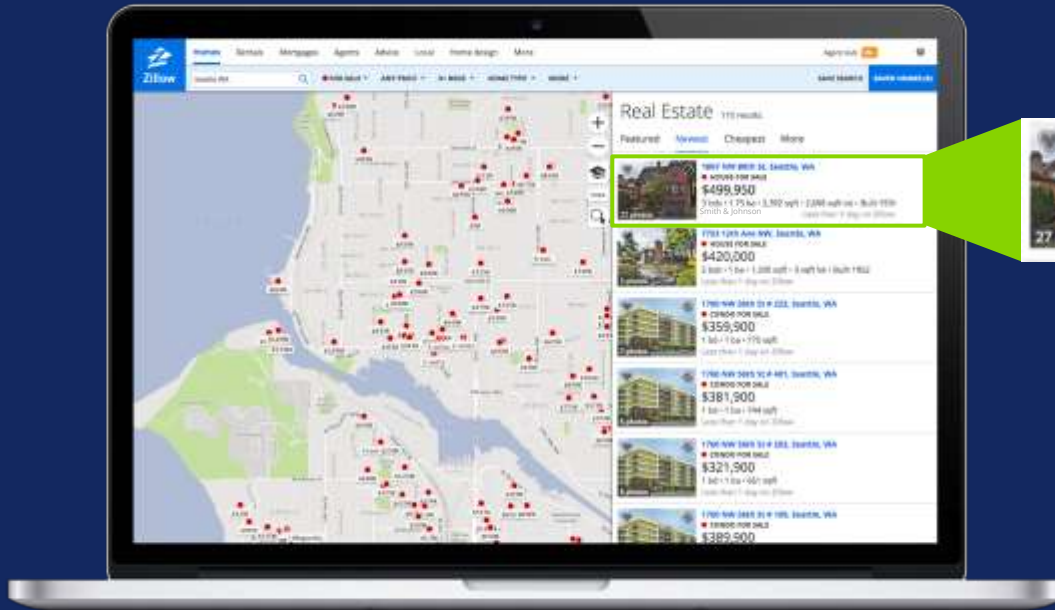
LISTING AGENT

★★★★★ (13)

9 Recent sales  
Smith & Johnson

***Photo, name and contact details**  
on every listing across Zillow and Trulia*

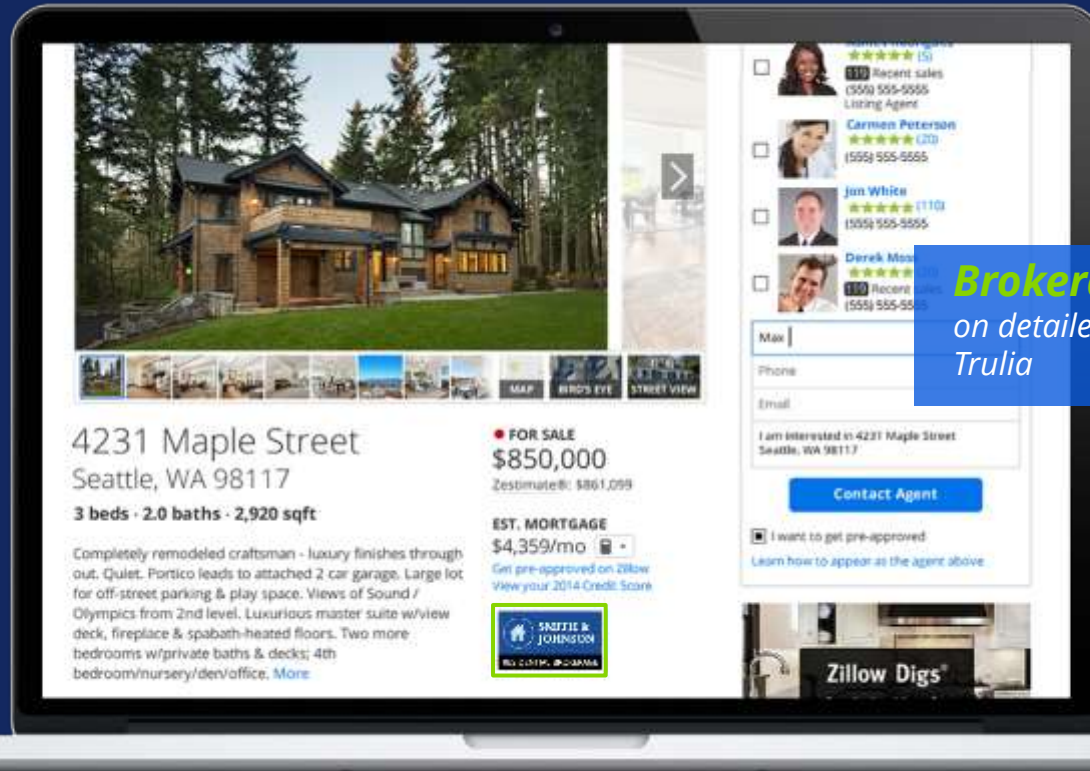
# Brokerage brand appears in search results



**1007 NW 80th St, Seattle, WA**  
● HOUSE FOR SALE  
**\$499,950**  
3 bds • 1.75 ba • 2,392 sqft • 2,600 sqft lot • Built 1931  
Smith & Johnson  
Less than 1 day on Zillow

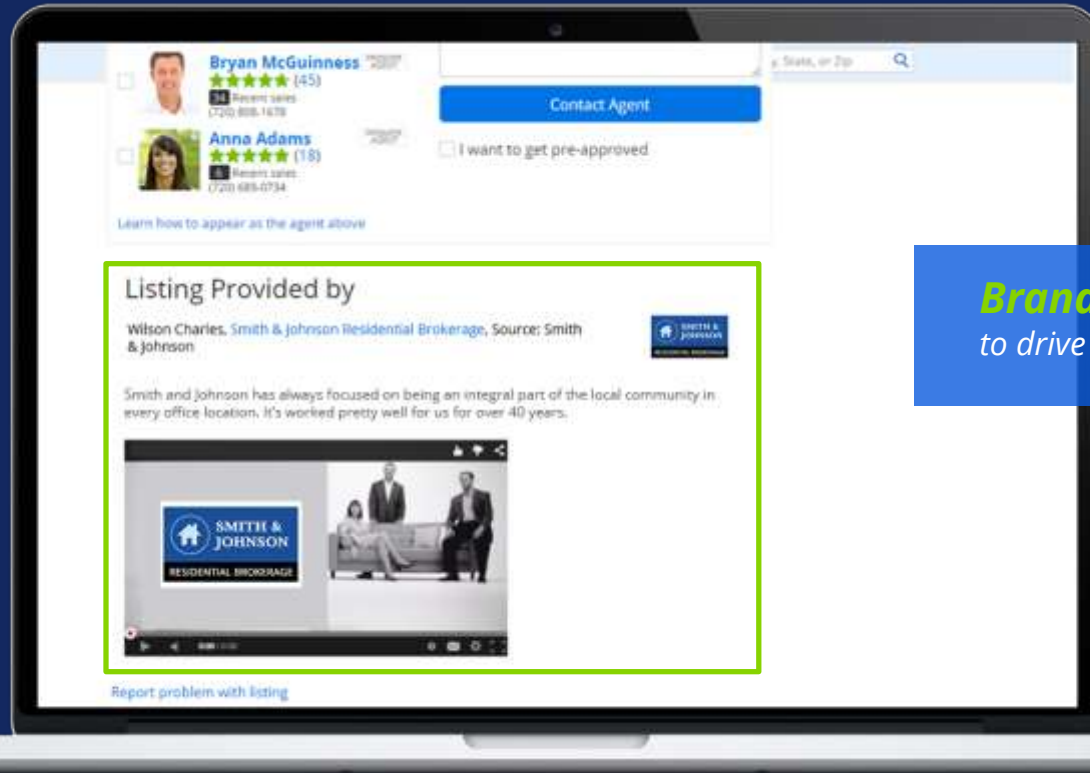
**Prominent brand exposure**  
*in the first details seen by home shoppers*

# Brokerage brand also appears on home details pages



**Brokerage logo displayed**  
on detailed property pages across Zillow and Trulia

# Broker video and website link on every listing



**Branding opportunities**  
to drive contacts to your brokerage



# ZILLOW GROUP TECH CONNECT



# Broker priorities addressed with Tech Connect program



## Conversion

*Tech Connect: Leads*



## Marketing

*Tech Connect: Reviews*



## Performance

*Tech Connect: Reports*

# Tech Connect: Leads

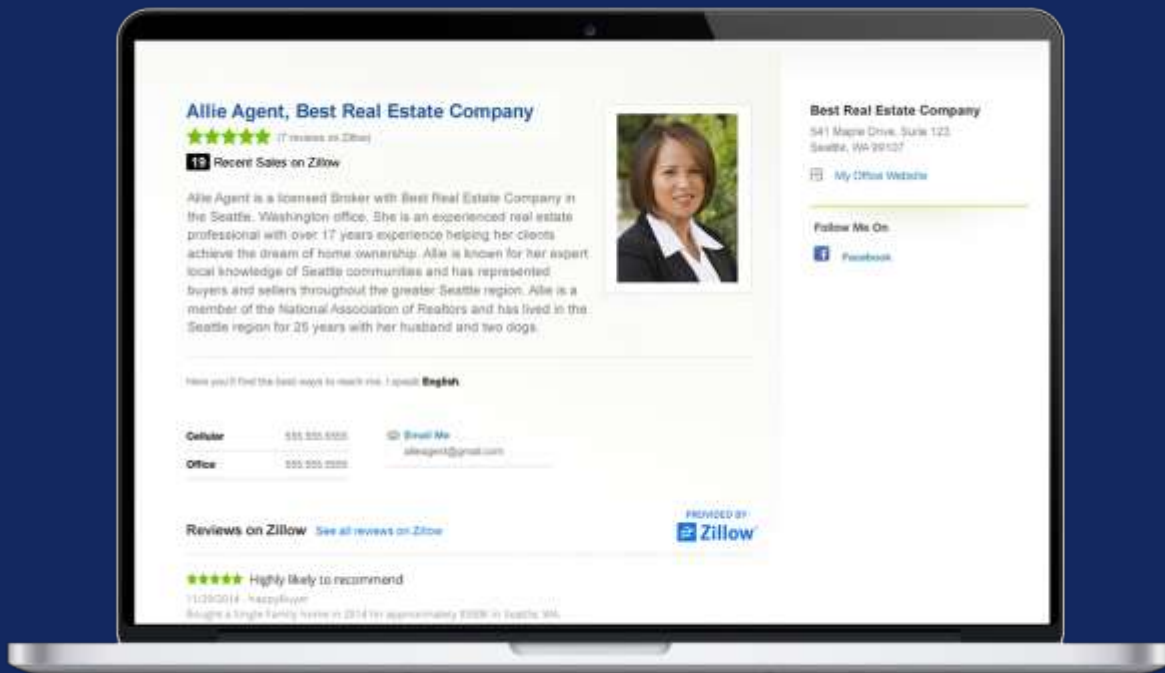
*Contacts from Zillow and Trulia  
**flow automatically** into your  
preferred CRM to make quick  
response easier*

60+ CRM and broker partners, including:



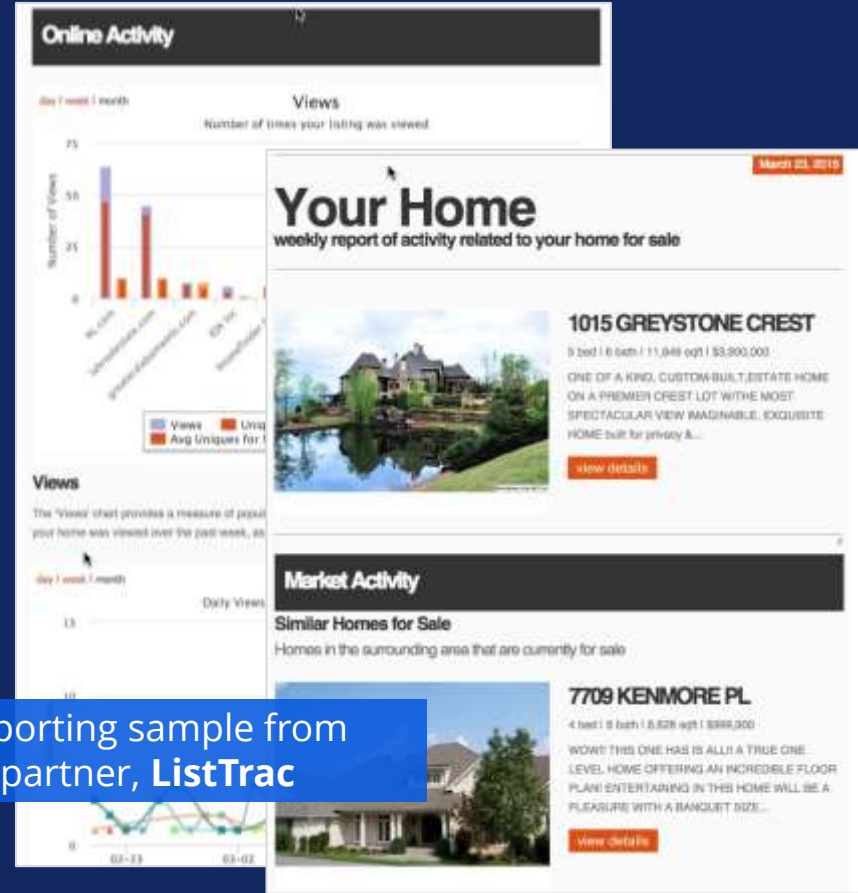
# Tech Connect: Reviews

*Display high-quality,  
**lead-generating reviews**  
for your agents on your  
brokerage website*



# Tech Connect: Reports

*Integrate performance data from Zillow Group sites with your existing or preferred reporting tool*



Reporting sample from partner, ListTrac



# ZILLOW GROUP DATA CONNECT

# Data connectivity options currently available to you

## **Tech Connect: Leads**

*Zillow and Trulia leads flow directly and automatically into your preferred CRM*

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## **Tech Connect: Reviews**

*Publish agent reviews from Zillow directly to your brokerage website*

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## **Tech Connect: Reports**

*Integrate listing performance data on Zillow and Trulia into your preferred reporting tool*

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## **Retsly for MLS Data**

*Normalized data to develop apps for your brokerage using multiple MLS data sets*

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## **Retsly for Public Records**

*Normalized data from over 3200 counties and counting*

The Zillow logo, a stylized white house icon with three slanted lines representing the roof, is positioned to the left of the text.

**Zillow**<sup>®</sup> GROUP

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**BROKER FORUM**

The background features a dark blue field with a light blue triangle in the top right and a lime green triangle in the middle right.