

THE VALUE OF PARTNERSHIP

Zillow is bringing Canadian listings to Zillow.com, driving global exposure to our partners' real estate listings to the millions of buyers who visit Zillow every month.



MISSION

Zillow Group's main focus is building brands and products consumers love while also connecting them with great agents to help meet their real estate needs.



BRANDS

In the U.S., Zillow Group houses a portfolio of consumer brands (Zillow, Trulia, StreetEasy, RealEstate.com, HotPads, Naked Apartments, Out East) as well as brands that provide tools for real estate professionals (Bridge Interactive, dotloop, Mortech).



OFFICES

Zillow Group has more than 3,500 employees across 10 office locations in North America, including an office in Vancouver, B.C., which opened in 2014.



ZILLOW Q&A

(Please note, all answers are based off Zillow's U.S. model)

HOW DOES ZILLOW WORK WITH AGENTS IN THE U.S.?

Zillow Group is a tech company that believes the agent-client relationship can't be replaced with technology. Zillow Group strives to keep real estate professionals at the center of real estate transactions while providing them with the tools and technology to help them effectively connect with and serve their clients' evolving needs.

Zillow Group has relationships with thousands of brokerages and real estate agents and hundreds of MLSs in the U.S. These partnerships offer increased visibility on listings to the largest network in the U.S. along with innovative technology solutions to drive efficiency and agent production.

DOES IT COST MONEY TO PUT A LISTING ON ZILLOW?

No. It does not cost agents money to put a for-sale listing on Zillow in the U.S., nor will it in Canada.

DO LISTING AGENTS GET CHARGED FOR LEADS ON THEIR OWN LISTINGS?

No. Listing agents are never charged for leads on their own listings. Since our inception, we have always allowed listing agents to post their listings to Zillow in order to help them get the most consumer attention on their listings. **Charging agents on for-sale listings has never been our business model and it never will be.**

IS A LISTING AGENT'S INFORMATION INCLUDED ON THEIR OWN LISTINGS ON ZILLOW.COM?

Yes. Listing agent information is always clearly noted on listing pages on Zillow's sites at no charge. Brokerage information as well as specific information about the agent is also featured on the listings.

WHAT IS A ZILLOW PREMIER AGENT? (based on Premier Agent model in U.S.)

Agents who advertise with Zillow Group are called Premier Agents. They receive connections to home shoppers in the geographic areas the agent has selected.

Premier Agents have access to Zillow Group's comprehensive suite of marketing software and technology solutions that help them maximize business opportunities and connect with the millions of consumers who come to Zillow Group's brands every day. **Advertising for Canadian agents is not currently available.**

Premier Agents use Zillow Group's tools and services to:

- Grow their online presence
- Build relationships and connect with home shoppers and sellers
- Manage their lead pipeline
- Elevate their listings and brand to the largest real estate network on the web

HOW MUCH DOES IT COST TO BE A PREMIER AGENT?

(based on Premier Agent model in U.S.)

Premier Agent is postal code-based advertising sold by Share of Voice percentage (SOV%).

The base cost for advertising varies by market, with high-demand postal codes being more expensive than those with less demand. Beyond the base cost, the price for Premier Agent advertising is driven by market demand in each postal code.

HOW CAN CANADIAN AGENTS BENEFIT FROM ZILLOW TODAY?

Any agent whose brokerage or real estate board (MLS in the U.S.) sends listings to Zillow can put a home on Zillow for free and benefit from the visibility their listing will receive on the largest U.S. network on the web. Listing agents are featured for free on their listing, and their information is always clearly noted on their listing.

All real estate agents can also create a Zillow Agent profile for free. Agent profiles are a great way for agents to build their brand, promote their listings, and establish themselves as local experts by adding past sales and reviews.

FAST FACTS

(stats from Zillow's Q2 2018 Earnings Report)

ZILLOW IS THE LARGEST U.S. REAL ESTATE NETWORK ON THE WEB.



4 out of 5 U.S. homes have been viewed on Zillow.



Zillow has data on **more than 110 million** U.S. homes.



186 million unique users visit Zillow Group brands' mobile apps and websites every month.



We saw **109 million visits** from international audiences over the past year, with large shares coming from Canada.