February 16, 2016

# Zillow Group Launches New Video Feature on For-Sale Listings On Zillow and Trulia

## *Captured through the Premier Agent App, video walkthroughs create a way for agents to make their listings stand out*

**SEATTLE - February 16, 2016** - Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced a new video feature that will appear on for-sale listings on Zillow and Trulia, called video walkthrough. Video walkthroughs are short, soundless videos designed to give home buyers a sense of a listing beyond what can be captured in photos, such as a feel for the layout of a home, while giving agents a new way to help their listings stand out. Video walkthroughs are shot exclusively through the Zillow® Premier Agent App and the Zillow Real Estate App.

"Home shoppers have been telling us that video enhances their shopping experience, and can drive them toward one listing versus another," said Greg Schwartz, Zillow Group chief business officer. "But videos can be an expensive undertaking for agents which is why we're unveiling this new form of videos. Video walkthroughs are an easy way for the agent to bring a home to life, and another way for the buyer to see themselves in that home. This video technology is integrated directly into our Premier Agent App - now agents can quickly capture these videos from their phone or mobile device."

Zillow Group has also built the ability to capture video walkthroughs via the Zillow Real Estate App. This allows home sellers or professional photographers the ability to upload a video walkthrough, though the listing agent has to approve the video before it is published on Zillow and Trulia.

Video walkthroughs now have a prominent placement on listings, alongside photos. The Premier Agent App allows the video to be shot in segments to smoothly capture more of the home and will eventually have built-in video stabilization. Videos also have a time limit of two minutes. The format is the same for every listing, giving buyers a consistent viewing experience and allowing them to more easily compare homes.

"With the video tools we've built into the app, agents can produce a more polished video from the convenience of their mobile device," Schwartz added. "These videos are in no way designed to replace an actual tour, but rather give shoppers a quick overview of a listing's attributes, and give agents a new way to make their listings more attractive to home shoppers."

To add a video walkthrough to a listing, agents simply need to update their Zillow Group Premier Agent App, or Zillow Real Estate App to the last version and visit an active listing. For more information on video walkthrough, visit www.zillow.com/video-walkthrough/.

**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® and HotPads®. 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 Postlets®, Mortech®, Diverse Solutions®, dotloop® and Retsly®. The company is headquartered in Seattle.

Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, Retsly, HotPads and Premier Agent are registered trademarks of Zillow, Inc. Trulia is a registered mark of Trulia, Inc. dotloop is a registered trademark of dotloop, Inc.

(ZFIN)