

NextHome joins Zillow in consumer-first commitment to real estate listing transparency

2025-04-11

NextHome inks agreement to align with Zillow's listing access standards

SEATTLE, April 11, 2025 /PRNewswire/ -- NextHome is the most recent company to join Zillow in its pro-consumer commitment to listing transparency and committing to ensure the largest possible audience of buyers can see its listings. Zillow this week introduced new standards for listing access, which are designed to ensure both consumers and agents have equitable, timely access to real estate information — supporting and protecting a more open and competitive housing market.

"Partnering with Zillow to commit to listing transparency is simply the right thing to do for homebuyers and sellers across America. Prioritizing humans over houses is a core value at NextHome because it builds trust and fosters a more informed and confident client base which we believe puts our agents in a position to win," said James Dwiggins, co-CEO of NextHome. "Through this partnership we are setting a new standard in the industry."

Zillow's listing standards outline how it is implementing the [National Association of Realtors Clear Cooperation policy](#) on its platform. Namely, a listing publicly marketed to any buyer must be in the MLS within one day and published on Zillow as well as other sites that receive MLS feeds. Listings that don't meet these standards won't be published on Zillow or Trulia for the life of the listing.

"NextHome has long been a champion of listing transparency and we're pleased they're committing to keeping the industry focused on the future alongside Zillow. It's simple: a listing publicly marketed to any buyer should be marketed to all buyers. Hidden listings harm buyers, sellers and agents by creating an unfair market," said Errol Samuelson, chief industry development officer at Zillow. "Promoting equal and fair access to all available listings is the right thing to do for sellers, buyers, agents - and the industry at large. Zillow is dedicated to putting consumers

first and ensuring a fair and open marketplace for all. Those who deliver for consumers will succeed, not the companies putting their own interests ahead of the needs of home buyers and sellers."

NextHome has 600 offices and 6,000 agents nationwide and has been named to the Inc 5000 and Entrepreneur 500 franchise lists. NextHome joins eXp in a growing group of real estate industry partners calling for transparent practices prioritizing access for all consumers and agents.

About Zillow Group:

Zillow Group, Inc. (Nasdaq: Z and ZG) is reimagining real estate to make home a reality for more and more people. As the most visited real estate website in the United States, Zillow and its affiliates help people find and get the home they want by connecting them with digital solutions, dedicated real estate professionals, and easier buying, selling, financing, and renting experiences.

Zillow Group's affiliates, subsidiaries and brands include Zillow®, Zillow Premier Agent®, Zillow Home LoansSM, Zillow Rentals®, Trulia®, Out East®, StreetEasy®, HotPads®, ShowingTime+SM, Spruce®, and Follow Up Boss®.

All marks herein are owned by MFTB Holdco, Inc., a Zillow affiliate. Zillow Home Loans, LLC is an Equal Housing Lender, NMLS #10287 (www.nmlsconsumeraccess.org). © 2025 MFTB Holdco, Inc., a Zillow affiliate.

(ZFIN)

View original content to download multimedia:<https://www.prnewswire.com/news-releases/nexthome-joins-zillow-in-consumer-first-commitment-to-real-estate-listing-transparency-302426348.html>

SOURCE Zillow