

West USA Realty joins Zillow in championing transparent listing practices

2025-04-24

Major Arizona brokerage inks agreement to align with Zillow's consumer-first listing access standards

SEATTLE, April 24, 2025 /PRNewswire/ -- West USA Realty, the Southwest's largest regional real estate brand, is joining Zillow in its pro-consumer commitment to listing transparency and ensuring the largest possible audience of buyers can see its listings. Zillow recently introduced [new listing access standards](#) designed to give consumers and agents equitable and timely access to real estate information, contributing to a more open and competitive housing market.

West USA Realty, established in 1986, is one of Arizona's largest and most influential real estate brokerages, with more than 3,000 agents across 16 offices. Renowned for its comprehensive training programs, innovative technology, and consumer commitment, West USA Realty has long been one of the leading brokerages in the Arizona real estate market.

"At West USA Realty, we believe that providing our clients with the most accurate and comprehensive information is essential to their success in the real estate market," said Nick Weitekamp, executive vice president, West USA Realty. "By aligning with Zillow's pro-consumer listing access standards, we're reinforcing our responsibility to ensure sellers receive maximum visibility and reach the widest possible audience, and that buyers have a clear understanding of their choices. This commitment to transparency aligns perfectly with our promise to deliver exceptional service to both buyers and sellers alike in Arizona."

Zillow's listing access standards outline how the company is implementing the National Association of Realtors' Clear Cooperation policy on its platform. Namely, a listing publicly marketed to some buyers must be available to all buyers, by ensuring that listing is entered into the MLS within one day and published on Zillow, Trulia, and other

sites that receive MLS feeds. Listings that don't meet this criteria won't be published on Zillow or Trulia for the life of the listing. The standards will go into effect on Zillow and Trulia in May.

"West USA Realty is joining others who share our belief that transparency is the foundation of a healthy real estate market," said Errol Samuelson, chief industry development officer at Zillow. "By joining us and many others across the industry in adopting these listing standards, they're helping ensure that buyers, sellers, and agents have equal access to the same critical information when it matters most. This partnership strengthens our collective effort to foster a more open, competitive, and consumer-focused real estate experience in Arizona and beyond."

West USA Realty joins other industry leaders – including [NextHome](#) and [eXp Realty](#) – in this commitment to transparent practices prioritizing access for all agents and consumers, so they can make more informed choices.

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.

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