

## Zillow and eXp announce consumer-first commitment to real estate transparency

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New Zillow standards: a listing marketed to any buyer must be available to every buyer

SEATTLE, April 10, 2025 /PRNewswire/ -- Zillow [today announced](#) new standards for listing transparency and already the tide is turning against the anti-consumer practice of encouraging sellers to list their homes off-market. eXp Realty, a vocal advocate for transparency in real estate and the number one brokerage by transaction count in the U.S., is the first to join Zillow and commit to posting listings in the Multiple Listing Service (MLS) within one day of publicly marketing to consumers and ensuring that eXp listings are on Zillow and available to the largest possible audience of buyers.

Zillow's listing standards outline how Zillow is implementing the [National Association of Realtors Clear Cooperation policy](#) on our platform. These standards state that a listing publicly marketed to any buyer must be in the MLS and published on Zillow as well as other sites that receive MLS feeds. We believe a listing available online anywhere consumers can see it must be online everywhere listings are displayed. Additionally, listings that don't meet these standards won't be published on Zillow and Trulia for the life of the listing. This policy is 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.

"eXp will always take a position that protects consumers first, that's non-negotiable. We're deeply committed to giving our clients the most transparent, comprehensive access to property listings in the market. Our new agreement with Zillow ensures that every eXp Realty listing has maximum visibility, creating a more efficient, trustworthy, and open marketplace," said Leo Pareja, CEO of eXp Realty. "This partnership is about delivering value and building trust, two things that matter more than ever in today's rapidly evolving real estate landscape. By tapping into Zillow's massive consumer reach, eXp agents are positioned to serve more people and create more

opportunity. At the end of the day, this is a strategic move that reflects our relentless commitment to innovation, agent empowerment, and delivering excellence for our clients."

"It's simple: sellers want exposure, and buyers deserve access," said Errol Samuelson, chief industry development officer at Zillow. "When all buyers don't have the same access to home listings — and are forced to navigate barriers, possible bias and incomplete inventory — it undermines consumer trust and weakens the market. From day one, Zillow has focused on unlocking real estate information for all. Zillow is committed to empowering brokerages and agents who are dedicated to raising the bar for access. This is why we invest in software and tech tools for real estate professionals, and why we stand up policies that move the industry forward - not back."

Zillow and eXp Realty encourage other industry leaders — brokerages, MLSs, and tech platforms alike — to commit to transparent practices prioritizing access for all consumers and agents, not just a select few.

### 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 Loans<sup>SM</sup>, Zillow Rentals®, Trulia®, Out East®, StreetEasy®, HotPads®, ShowingTime+<sup>SM</sup>, Spruce®, and Follow Up Boss®.

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