



The Zillow Partnership Platform

The **Zillow Partnership Platform (ZPP)** is the result of months of research to study listing syndication among brokers, agents, MLSs, listing syndicators and consumer destinations. It presents a program that is both fair to all parties and helps each reach the goals of delivering and displaying the most accurate and timely data available.

ZPP is a foundational approach to listing display management created by a direct contractual relationship between Zillow and the originators or keepers of the listing information. There are mutual benefits for all parties, whether the partner is the MLS or the brokers, which are outlined in this document. **ZPP** starts with Zillow's commitment to accuracy, completeness and timeliness of the listing data that everyone wants and values.

Zillow's advertising network, the Yahoo!-Zillow Real Estate Network, is the largest real estate network on the Web. In April 2012, Zillow had more than 32 million unique users of our mobile apps and websites. In the current environment, Zillow must resolve discrepancies among a myriad of data sources by removing duplicates and deciding the trump order of listings, which consumes considerable resources for everyone involved. **ZPP** is a clear solution that supports the business objectives of each party by receiving listing data from the source closest to the origin.

Zillow answers the demand from consumer access to real estate information. The MLSs serve a critical, but often under-valued, function of compliance and rules enforcement, which results in the best listing data available anywhere. But the impact of that data is lost if it is not delivered in a timely manner to the destinations consumers value most. Frankly, real estate agents and consumers expect Zillow and the brokers/MLSs to work together to improve the supply chain. **ZPP** strives to purge stale data, while entrusting the final decision of where to publish listing information to the broker.

Through **ZPP**, Zillow and its partners will work together to deliver accurate, complete and timely data. Together, they will reduce costs and time associated with listings management and advance compliance.

Benefits to the MLS or broker partner and its agents and their consumer clients

The partners have more control over the terms of use for their data by contracting directly with Zillow through **ZPP**.

- Listings will be updated at least once per day and as frequently as every five minutes, resulting in accurate, complete and timely data on Zillow.
- The partner can be assured that listings are published ONLY on the Yahoo!-Zillow Real Estate Network – the largest real estate network on the Web. With Zillow, the listings **NEVER** are re-distributed elsewhere.



- Listing agents will receive contacts at no cost through exposure to the more than 32 million unique users of Zillow’s mobile apps and websites.
- Each participating broker or MLS will have a dedicated account executive for instant contact, feedback and problem resolution, if needed. Partner executives and managers will be able to express interests and concerns directly to their counterparts at Zillow who can respond quickly and act when necessary.
- Zillow will provide detailed metrics that matter most to the broker and the MLS.
- By providing accurate, complete and timely information about listings, partners can help improve the accuracy of the Zestimate® for consumer clients. Partners can request a report for their market to understand the positive effect of including the off-market data in the calculation of Zestimates.
- Zillow will honor any broker’s opt-out decision.

Zillow Partnership Platform Details

The objective of **ZPP** is to create a strong contractual relationship with each partner (Broker or MLS), grounded in transparency and accountability, to build a foundation of mutual respect and trust through a long-term relationship that results in increasing value for all parties. Zillow is prepared to make commitments to its partners in writing as defined in the data license/contract. Zillow makes the following pledges:

Zillow shall:

1. ***Always show the listing agent*** – all listing agents have the opportunity for their picture and contact information to appear adjacent to each of their listings and receive consumer contacts at no charge. Agents must simply sign-up for a FREE Zillow profile to receive prominent placement on their listings. In their profiles, agents have total control over their contact information, including phone number, email, specialties, service areas, and links to broker, agent or MLS websites.
2. ***Always show the listing brokerage*** – all listing brokerages appear on their listings FREE of charge, including phone number and links to the brokerage or MLS website, so consumers can connect with the brokerage when desired.
3. ***Clearly identify all parties*** - Listing agents, buyer’s agents, Zillow Premier Agents and property advertisements will be clearly identified as such.
4. ***Never re-syndicate, redistribute, or sub-license listings*** for display on other websites without the express written consent provided in the license agreement. Note: Zillow does offer co-branding opportunities on Zillow pages linked from other sites as well as on content delivered through widgets and limited API calls.
5. ***Always use listing data entrusted to one Zillow business in support of ONLY that business and no other.*** Specifically, data delivered to Diverse Solutions for use in agent IDX products will not appear on Zillow without the express written contractual authorization of the data provider. Likewise, data received by Zillow under a license to display it on Zillow will not be used by Diverse Solutions in their agent products without similar express written permission.



6. **Keep listing information up to date and accurate.** Listings with the wrong status or inaccurate information will be removed or corrected within one business day of being reported and not be reposted unless verified by the partner. Partner staff will have a direct phone number and a dedicated email address to flag a listing for immediate review. Zillow seeks the most direct route to the source of listing information and will update listing data at least once a day and as frequently as every five minutes.
7. **Allow MLSs and brokers to choose Zillow's listings data source.**
The broker and MLS have total control over the priority of the data feed because the broker and MLS feeds supersede all others.
8. **Allow agents to advertise or claim listings to which they ONLY have legal claim or right.** Listing piracy is very uncommon, but such practice will not be tolerated by Zillow. Zillow will work the partner brokers, their MLS and Boards of REALTORS® as appropriate to correct such problems.
9. **Always show source and update information.** The name of the data provider always will be displayed or immediately available upon request. If the data provider requests, the provider's name will link back to contact information for that provider, including the latest update date if the provider chooses to display it.
10. **Honor all intellectual property (IP) rights holders and protect their IP from misuse.** Zillow respects the IP of brokers and MLSs and will never require owners to give up their rights. Zillow seeks only display rights on the Zillow-Yahoo! Real Estate Network and limited internal use of specific factual elements for express purposes defined in the license agreement.
11. **Always share traffic statistics.** Zillow sends traffic stats on listing pages viewed to the data feed provider as part of its standard contract terms and will rely on the feed provider to distribute those stats as the provider deems appropriate. Zillow will relay any traffic data it receives from other monitoring sources on behalf of the ZPP partner at no cost.
12. **Take all possible steps to stop screen scraping or other misuse of the listing data.** Zillow will use reasonable commercial methods to stop data piracy in all of its forms. Zillow monitors traffic to its network and will cut off access to sites that are found to be abnormally high-volume generators, which may indicate misuse.

Zillow welcomes your comments and suggestions. Please send email to partners@zillow.com or contact Bob Bemis, VP Partner Relations, BobB@Zillow.com or (office) 206-757-4250 or (cell) 480-544-3225.