



Zillow and Douglas Elliman Real Estate Company launch strategic marketing partnership

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Zillow, Inc. and Douglas Elliman Real Estate, one of the largest real estate brokerages in the nation and New York City's largest residential brokerage, have entered into a new strategic marketing partnership. Beginning today, all of Douglas Elliman's listings will appear as featured listings on the Yahoo!-Zillow Real Estate Network, the largest real estate network on the web[1], via a direct feed from Douglas Elliman. The direct feed ensures accurate and up-to-date information is being shared with home shoppers from across the many regions Douglas Elliman serves, including New York, Westchester/Putnam, Long Island, The Hamptons, South Florida and Los Angeles. Also as part of the partnership, Douglas Elliman's exclusive inventory of Manhattan properties will be marketed on Zillow for the very first time. As featured listings, all of Douglas Elliman's listings will appear at the top of the search results on Zillow as well as on Zillow's popular suite of mobile apps and on Zillow partners AOL Real Estate and HGTV's FrontDoor. "We are excited about our partnership with Douglas Elliman," said Spencer Rascoff, Zillow CEO. "Combining Douglas Elliman's listing inventory with our broad marketing capabilities and audience of nearly 82 million users brings many benefits not only to Douglas Elliman's agents, but also to home shoppers looking for property in Manhattan and in the other markets served by Douglas Elliman." In addition to displaying as a featured listing on Zillow, all Douglas Elliman's listings will feature unique branding and the company's agents will get priority placement next to their listings, including a logo and link back to their website. The partnership will be live later this week. "This ultimate pairing of technology, data, and face-to-face information is designed to provide the best possible service to the customer," said Dottie Herman, president and CEO of Douglas Elliman Real Estate. "We have always been committed to ensuring an exceptional service experience for consumers and this partnership will present information how they want it, when they want it and where they want it. This is a core element of our brand promise, to be where our customers are."

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