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## Zillow.com® Partners with John L. Scott Real Estate®

### *Seattle-Based Real Estate Brokerage Joins Zillow® Listings Feed Program*

SEATTLE March 15, 2010– [Zillow.com](http://Zillow.com) and Seattle-based [John L. Scott Real Estate](http://JohnLScottRealEstate.com) today announced a partnership which enables John L. Scott to automatically feed all of their listings to Zillow.com on a regular basis. Zillow is one of the largest U.S. real estate Web sites, with nine million unique visitors each month. The syndication of John L. Scott's 15,000 for-sale listings to Zillow will improve the real estate search experience for Zillow users in Washington, Oregon, and Idaho.

John L. Scott joins more than eight hundred partners participating in the [Zillow Listings Feed](#) program, which launched in November 2007 and has grown to more than four million for-sale listings, and over 60,000 rental listings today. The program allows listing providers to automatically gain free marketing exposure for their listings on one of the most-visited real estate sites in the country, while providing Zillow's users with a more robust search experience.

Each listing John L. Scott feeds to Zillow includes a description of the property with multiple photos and contact information for the listing agent. The company has 3,600 sales associates and is ranked the fourth largest regional real estate company in the nation<sup>[ii]</sup>.

"Zillow is very pleased to partner with John L. Scott, one of the most productive regional real estate companies in the nation, and a highly regarded brokerage with deep roots in the Seattle real estate community," said Spencer Rascoff, Zillow's chief operating officer.

John L. Scott chairman and CEO J. Lennox Scott adds, "We constantly look for ways to maximize marketing exposure for our associates and listings. By distributing our listings to Zillow, we are able to expose our clients to Zillow's audience of nine million unique visitors each month. We believe this offers a tremendous marketing opportunity for our agents and their sellers."

In addition to being displayed on the Zillow.com Web site, John L. Scott's listings will also appear on the Zillow iPhone® application, which has been downloaded nearly one million times since launch in April 2009 and is the number one real estate application the Apple® iTunes® Store.

For more information on Zillow Listings Feeds, visit [www.zillowfeeds.com](http://www.zillowfeeds.com).

### **About John L. Scott Real Estate**

[John L. Scott Real Estate](http://JohnLScottRealEstate.com) was founded in 1931 and is currently led by third generation chairman and CEO, J. Lennox Scott. John L. Scott has 130 offices and more than 3,200 sales associates in the states of Washington, Oregon, and Idaho. Last year, John L. Scott closed over 25,000 transactions for more than seven billion dollars in volume sales making it one of the most productive regional real estate companies in the nation. The award-winning website, <http://www.johnlscott.com/>, receives over one million user visits a month.

### **About Zillow.com**

Zillow.com is an online [real estate](#) marketplace where homeowners, buyers, sellers, renters, real estate agents and mortgage professionals find and share vital information about homes and [mortgages](#). Launched in early 2006 with Zestimate® [home values](#) and data on millions of U.S.

homes, Zillow has since added [homes for sale](#) and [homes for rent](#), a [directory of real estate and lending professionals](#), [Zillow Advice](#) and [Zillow Mortgage Marketplace](#). One of the most-visited U.S. real estate Web sites, with 9 million unique visitors per month, Zillow's goal is to help people become smarter about homes and real estate in every stage of their lives -- [home buying](#), selling, renting, remodeling and financing. The company is headquartered in Seattle and has raised \$87 million in funding.

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