

## What is the **Zillow Partnership Platform**?

The Zillow Partnership Platform (ZPP) is a collaboration between the MLS and Zillow that improves listing accuracy and accessibility through a direct listings feed to Zillow.

This partnership helps buyers inform their home search with the latest information, sellers get timely, maximum exposure for their homes, and agents receive relevant outreach on current properties.

### *Why become a partner?*



#### Be the indisputable source for listing data.

When you send Zillow a direct listing data feed, every listing features your name and logo as the source to ensure home shoppers have confidence in the information and know where it comes from.



#### Guarantee visibility to listing agents.

Activate listing agent information automatically with your direct feed, guaranteeing your members visibility for all their listings on Zillow to every home shopper who views them.



#### Uphold data quality to make every inquiry count.

With a direct feed, home shoppers on Zillow contact your members based on the most accurate listings information available, helping all parties in the home buying process be more successful.



#### Gain valuable insights from weekly reporting.

Monitor your listing activity across quantity, exposure and contact rates to ensure you and your members are getting the most out of the direct feed to Zillow.



#### Get help whenever you need it.

As a partner, you have a designated phone number and email address to flag listings for immediate review by Zillow. Our customer support team will also field and resolve inquiries from your membership.