



ZILLOW[®]GROUP

**Why Every Lending Institution Should
Have a Zillow Group Company Profile**

Most lending institutions are aware that loan officers can create a profile on Zillow Group's Lender Directory. But many aren't aware that companies can create profiles, too. Here's an in-depth look at the unique benefits of a Zillow Group company profile, and how you can create yours.

Benefits of Zillow Group Company Profiles

SEO visibility and free contacts

By creating a company profile, you can benefit from the high SEO rankings for Zillow and Trulia. Consider it one more avenue for potential borrowers to find your lending institution when they search for you online. Additionally, all Zillow Group company profiles feature a prominent "Contact" button so potential borrowers can reach out to you. You are not charged for these contacts.

Customer reviews

One of the most valuable elements of company and lender profiles are customer reviews. Reviews showcase real examples of the great service your company and loan officers provide. If your company or any of your loan officers receive a negative review, your quick response can demonstrate your commitment to solving issues quickly.

All reviews on Zillow Group are moderated by our internal team. They must meet our guidelines, and also the reviewer must have had a professional relationship with the company or loan officer that they are reviewing.



Customer reviews on Zillow Group are tied to the NMLS ID of a company, and individual, or both. That means the reviews of all loan officers who are sponsored by you will appear on your company profile page.

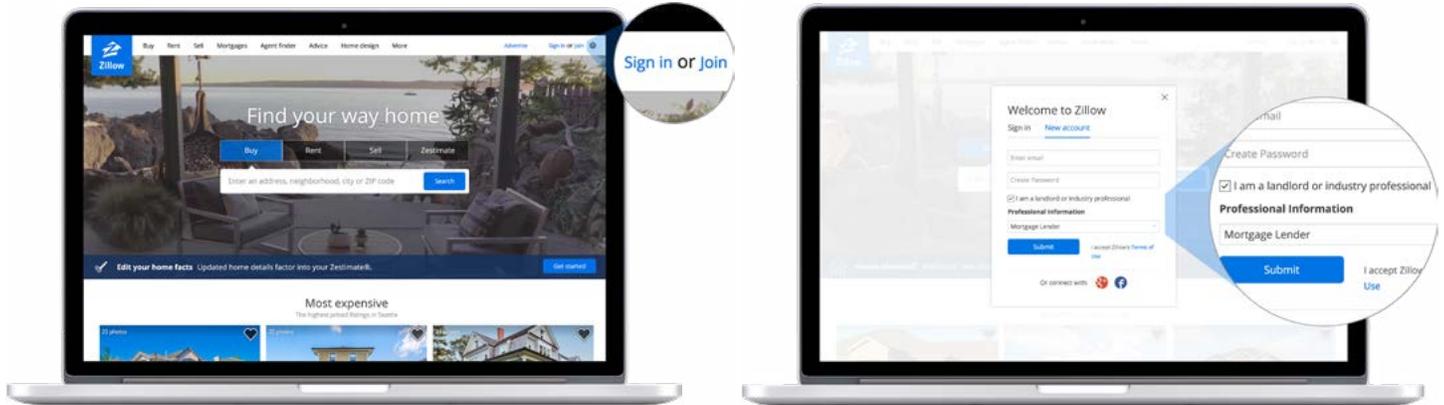
Brand management and customer service

By creating a company profile, you can help manage your brand – and the profiles of your loan officers. You can respond to all reviews on your loan officer's profile, and gain valuable insight into the level of service they are delivering by reading their reviews. You may even be able to resolve issues on behalf of your loan officers by responding quickly to any complaints that may arise.

How to Create a Company Profile on Zillow

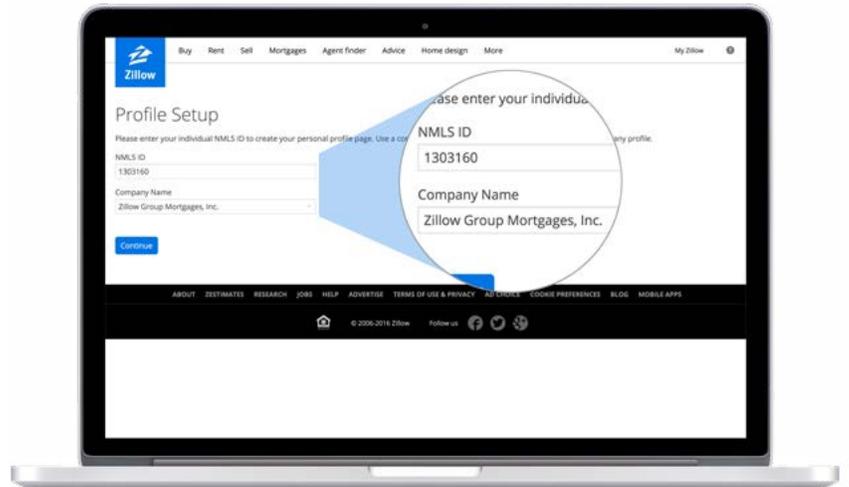
1. Create a Mortgage Lender account

Go to Zillow.com and click "Join" in the upper right hand corner. You'll then be prompted to enter your email and password. Check the box that says "I am a landlord or industry professional" and select "Mortgage Lender" from the drop down menu.



2. Enter Your Company NMLS ID

On the next page, you'll be prompted to enter your NMLS ID. Your company name should automatically appear. Confirm that it is correct and click "Continue."



3. Complete Your Company Profile

Now is the time to showcase your company and attract potential borrowers. Complete your company profile but uploading your logo, describing your company in the About section, and including helpful info such as contact details and languages spoken.

