

## Bridge - Zillow Listings Distribution Information

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MLS Participants who wish to publish listings on Zillow and Trulia may connect directly to the Zillow Group via an MLS or Broker feed. Brokerages that do not provide a direct feed to the Zillow Group may use the opt-in service in Paragon or establish a direct Broker feed with the Zillow Group.

### Broker Instructions:

1. Log in to Paragon;
2. Click on the "Resources" menu;
3. Select "Bridge (Listing Syndication)" from the drop-down menu;
4. Click on the green "Continue" button;
5. To opt-in click the "Action" check box next to each Zillow line item. (If you do not see that option or would like to report issues with the opt-in process, please contact CCAR Support at (925) 295.1270 or [support@ccartoday.com](mailto:support@ccartoday.com).)

Opting in via the CCAR MLS Zillow Group agreement will only syndicate listings from your CCAR office that are input by CCAR MLS Subscribers. If you are a Broker Participant with either Bay East and/or EBRD Participation, please follow the instructions above for each Paragon MLS account.

Once Brokers opt-in to the MLS feed, their agents can take advantage of a wide range of added features.

### Added Features:

- Automatic agent identification at top of listings' detail pages;
- Free automatic leads/contacts via the contact form adjacent to their listings;
- Automatic publishing Broker and listing agent contact information;
- For brokers who provide their website URL to the MLS, a link to his/her website will appear on the listings detail page;
- For those who have Zillow/Trulia agent profiles, transaction information will automatically appear on their site;
- All Zillow/Trulia listings are automatically syndicated to [www.hotpads.com](http://www.hotpads.com), [www.streeteasy.com](http://www.streeteasy.com) and [www.yahoo.com](http://www.yahoo.com) to provide listing agents with expanded market penetration;
- All listing data input via the MLS opt-in-feed will update every 15 minutes;
- Listings with incorrect Status or Information will be removed by Zillow within one business day of reporting;
- Brokers are provided with access to all aggregated traffic and lead metrics.

Brokers must either opt-in to the Zillow/Trulia service via Paragon, or get a direct feed from Zillow before agents can publish listings on Zillow and Trulia.

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**CCAR Support:**  
(925) 295.1270  
[support@ccartoday.com](mailto:support@ccartoday.com)

### For more information contact:

Jared White  
Director of MLS Services  
(925) 295.9209  
[jared@ccartoday.com](mailto:jared@ccartoday.com).

