Dear (MLS),

As you may know, Zillow finalized its acquisition of Trulia this week. In accordance with the terms of the agreement between ListHub and Trulia, the acquisition means an end to the ListHub agreement with Trulia, and consequently, listings no longer will be provided to Trulia directly through the ListHub platform.

Zillow has not specifically announced its plans to power listings on the Trulia website going forward; however, we would assume that Zillow will add Trulia to its network in the same way that it acquired HotPads.com and made it part of the Zillow network.

ListHub will allow for a transitionary period of five business days to ensure a smooth transition for our MLS and brokerage customers, at which time Trulia will be removed from the publisher choices dashboard.

As we have previously announced, if you do not wish to continue providing your listings to Zillow, no further action is required.  If you do wish to continue providing your listings to the Zillow network (now including Trulia) after April 7, you will be required to make arrangements to send your listings to Zillow directly.

ListHub will continue to accept analytics in order to provide reporting for the Zillow network in the ListHub consolidated dashboard with all other publisher sites. ListHub also will continue to support our extended network of publisher websites, including franchise websites, global advertising, connector products for brokers’ back office systems and the dozens of publisher websites that we support today.

As always, please don’t hesitate to contact us if you have questions.

Sincerely,