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## **Trulia Announces Nationwide Presence by Year-End, Enabling Home Buyers to Search Homes and Instantly Connect with Brokers Online**

### **Leading Brokers Endorse Trulia.com as National Rollout Begins**

San Francisco, CA May 24, 2006 – Trulia.com, America's groundbreaking residential real estate search engine, today responded to overwhelming demand by announcing its nationwide rollout plan. Trulia.com connects home buyers directly with brokers through an intuitive interface offering a "mashup" of interactive neighborhood and satellite maps, homes for sale, multiple search views, market trends and other key criteria to conduct a useful home search. Indexing real estate information from multiple Web sites into simple, user-friendly interface, Trulia.com is one of the few independent, unbiased real estate sites on the Internet to be called a "revolutionary" tool for home buyers, real estate agents, brokers and home sellers alike.

"Home buyers and Brokers are eager to use a simple service where they can search homes for sale using criteria that's most useful to them and then be quickly connected to the most accurate and knowledgeable source of property information: the listing broker or agent," said Pete Flint, co-founder and chief executive officer of Trulia. "Trulia.com is changing the dynamic of online real estate and becoming an essential tool to connect consumers with property information and brokers online."

Launched in Fall 2005, Trulia.com currently covers California, New York and New Jersey markets. In response to growing consumer interest and use by real estate professionals in traditionally strong U.S. real estate markets, Trulia.com recently opened up in Florida, Texas and Pennsylvania, with plans to go live in more than five additional markets before July.

As testimony to the Trulia model, leading listing brokers across the country such as Prudential California Realty, Prudential CA/NV/TX, Weichert Realtors, Prudential Fox and Roach, Intero Real Estate, Ebby Halliday Realtors, Century 21 Judge Fite, First Team Real Estate, Real Living, Alain Pinel Realtors, Stribling, Prudential Gary Greene, Prudential New Jersey, Prudential Tropical, Keyes Company, Illustrated Properties, Coldwell Banker Hearthside and dozens more have already seen the value Trulia delivers to its partners and decided to have their property listing information indexed by Trulia.

"As the leading broker serving Northern California, Nevada and Texas, we see home buyers relying more heavily on the Internet for information about homes for sale and neighborhood and demographic information," said Sherry Chris, COO, Prudential CA/NV/TX Realty. "Our strong online presence is further enhanced with Trulia directly connecting home buyers with our own listing agents. With a robust consumer Web site, Trulia is incorporating the latest technologies to provide our customers with a great user experience."

"Trulia understands the importance of quickly connecting home buyers with the real estate professionals who are most educated about a property," explains Nyda Jones-Church, COO of Prudential California Realty. "With our team of more than 5,000 sales associates from San Luis Obispo to the Mexican border, it critical for us to deliver the most seamless home search experience possible to consumers and the best access to property information online. At Prudential California Realty, we continuously strive to maintain our pace ahead of the curve."

"Trulia furthers our primary goal at Intero which is to empower our agents and clients to make smart decisions during the home buying and selling process," explains Robert Moles, Chairman, Intero Real Estate Services. "As a broker who's seen a lot of online business models come and go, Trulia is well

aligned with this goal in providing a simple, interactive search interface for consumers to get information about the markets and homes they're interested in."

By year end, Trulia.com will offer access to continually updated search results for home listings nationwide. Trulia's growing use and popularity is due in large part to a robust menu of home buying and selling resources:

- Real estate search engine with direct links to thousands of listing broker and agent web sites
- Millions of data points for more than 10,000 cities across the U.S., including crime statistics, demographics, home values, and more
- Extensive search categories including neighborhood, zip code, price, number bedrooms/ bathrooms, square footage, property type, and more
- Search and browse views such as map - list; photos - map; list - details and map only
- Up to five years of historical trends for average sales prices, price per square foot, sales per month per city and per property type
- Dynamic street and aerial "mashup maps" enabling consumers to pinpoint specific property locations
- Home listings sent to consumers via email or RSS reader based on their individual search criteria
- comparison engine for users to find similar homes and compare them to others.
- Save frequent searches, bookmark properties at sign-up, track status from any computer, and email them to others

## **About Trulia**

Trulia, Inc. ([www.trulia.com](http://www.trulia.com)), a residential real estate search engine, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites. By partnering with the real estate industry, Trulia helps consumers find information on homes for sale using custom search criteria such as price and number of bedrooms to neighborhoods and market trends. Founded in San Francisco in 2005 by Pete Flint and Sami Inkinen, Trulia is live on both U.S. coasts, with plans to launch in markets across the nation through 2006. For more information, go to [www.trulia.com](http://www.trulia.com).