



## ARIZONA BOARD OF APPRAISAL

1400 West Washington, Suite 360  
Phoenix, Arizona 85007  
(602) 542-1539 FAX (602) 542-1598  
e-mail: appraisal@appraisal.state.az.us  
Web Site: www.appraisal.state.az.us

July 31, 2006

Zillow.com  
999 Third Avenue, Suite 4600  
Seattle, WA 98104

To Whom It May Concern:

It has come to the attention of the Arizona State Board of Appraisal (the "Board") that you are operating a web site located at zillow.com. The Uniform Standards of Professional Appraisal Practice define "appraisal" as an opinion of value. On the web site, you provide a "Zestimate," which is an opinion of value. You are not a licensed or certified appraiser in the State of Arizona. Under Arizona law:

A. All real estate appraisals and appraisal reviews performed in this state shall be performed only by individuals licensed or certified in accordance with the requirements of this chapter. No person, other than a state licensed or a state certified appraiser may assume or use that title or any title, designation or abbreviation likely to create the impression of licensure or certification as an appraiser in this State.

A.R.S. § 32-3603.

The Board requests that you cease and desist from all appraisal activities in the State of Arizona until such time as they are performed by a licensed or certified appraiser in this state. If you fail to comply with the Board's request to cease and desist from these activities, the Board will have no option but to pursue injunctive relief pursuant to A.R.S. § 32-3639. In the event that the Board is required to litigate further, the Board will pursue all legal remedies available including an award of attorneys' fees and costs.

Sincerely,

A handwritten signature in cursive script that reads "Deborah G. Pearson".

Deborah G. Pearson  
Executive Director

c: Elizabeth A. Campbell, Assistant Attorney General



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November 28, 2006

### **SECOND CEASE AND DESIST LETTER**

Liam Lavery, Esq.  
Zillow.com  
999 Third Avenue  
Seattle, WA 98104

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This matter has also been forwarded to the Arizona Attorney General.

Sincerely,

A handwritten signature in cursive script that reads "Deborah G. Pearson".

Deborah G. Pearson  
Executive Director

c: Elizabeth A. Campbell, Assistant Attorney General  
Liam Lavery, Esq.