



## Hemnet launches new AI feature: Search for your dream home with your own words

**Hemnet is now launching an AI-driven search function that takes the next step in how people look for housing. As a complement to the classic search filters, home seekers can now use regular sentences to describe exactly what they are looking for - with the goal of making it even easier to find homes with specific qualities and features.**

The feature, which is now available to all web users on Hemnet, makes it possible to search for a home much more intuitively. By clicking on "Search with AI" on the homepage, logged-in users can write their wishes directly into a text box.

For example, it is possible to search for phrases like: "I want to live close to forest and nature", "Show homes with solar panels" or "I am looking for a house with space for a home office". Hemnet's AI then interprets the search and matches it against the current selection on the platform.

– Buying or selling a home is one of the biggest and most personal decisions you make in life. Our philosophy is that AI should be there to help people make well-informed choices, not to make the decisions for them. By adding a deeper understanding of the user's actual intent, we hope to make the path to the right home a little smoother, says Hanna Lindqvist, CTO at Hemnet.

### **Smart algorithms scan images and text**

To enable the new and accurate search experience, the AI feature scans the information that real estate agents have included in the listing. The search engine analyzes both property descriptions and images to identify relevant details. This means that the AI can pick up features like a greenhouse in the garden, a charging box in the driveway or other specific details, even if a traditional search filter for that particular feature is missing.

– We approach AI with a great focus on concrete user benefit, rather than technology for technology's sake. Our hope is that this facilitates the matching on the market and helps buyers find the right home, while at the same time highlighting the sellers' unique homes in a better way. It is an exciting step in our development of the platform, and we look forward to evaluating how the feature is received going forward, Hanna Lindqvist continues.

The new "Search with AI" feature, also called conversational search, is available to 100% of Hemnet's users on the web. The feature only requires logging in with your Hemnet account and will be developed and fine-tuned continuously.

### **For more information, please contact:**

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### **About Hemnet**



Hemnet operates the leading property platform in Sweden. The company emerged as an industry initiative in 1998 and has since transformed into a "win-win" value proposition for the housing market. By offering a unique combination of relevant products, insights and inspiration, Hemnet has built lasting relationships with buyers, sellers, and agents for more than 25 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people to turn to for the various housing needs that arise through life. This is mirrored in the company's vision to be the key to your property journey, supplying products and services to improve efficiency, transparency and mobility on the housing market. Hemnet is listed on Nasdaq Stockholm ('HEM').

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