



Hemnet launches "Sell first, pay later" in Västra Götaland – aiming to increase mobility in the regional housing market

On March 2nd, Hemnet is introducing its most significant customer improvement in years to Västra Götaland County. With "Sell first, pay later," the financial risk is removed for the seller, a move expected to encourage more residents in West Sweden to take the leap onto the open market.

For some time, the housing market in Västra Götaland has been characterized by high supply and long sales processes. Listing a home as "soon for sale" has become a common way to test the market, but it also means many potential buyers miss the advertisements. Hemnet's new initiative aims to make these homes visible to a wider audience.

More security for the seller, easier for the buyer

The new model means that home sellers in Västra Götaland only pay for their Hemnet listing when—and only if—the property is sold. Simultaneously, buyers benefit as more homes are listed earlier in the sales process, leading to increased transparency and efficiency in the market.

"We see that many sellers in the region hesitate to go wide on the market due to uncertainty regarding the sale. By removing the financial risk and moving the payment until after the deal is closed, we give sellers increased security to be visible where the buyers are. This creates a more transparent market for all parties," says Lisa Farrar, COO at Hemnet.

Lowering barriers in a challenging market

Following an initial launch in Stockholm in February, where the model was very well received, it is now Västra Götaland's turn. Experience from the first stage shows significant interest in aligning the advertising cost with the moment the seller actually has liquidity from their transaction.

"For us, it's important that the model feels logical. You pay for the brokerage service once you've sold, and now you can do the same with your Hemnet listing," Lisa Farrar continues.

What applies in Västra Götaland from March 2nd:

- Risk-free listing: No sale – no cost for the Hemnet advertisement.
- 30-day window: In connection with the launch, a transition period is being introduced. This means that properties already listed as "upcoming" with brokers in the region can be published using the new model, even if they have been listed for longer than the standard two days.
- Freedom of choice: Sellers can still choose to pay immediately or defer payment for six months if they prefer the traditional options.

For more information, please contact:



Hemnet

Press enquiries

Staffan Tell, Head of PR

M: +46 733 67 66 85

E: staffan.tell@hemnet.se

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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