



Hemnet has launched Under-the-radar - part of the company's strategic partnership with real estate agency chains and brand owners

Hemnet has introduced Under-the-radar, a new type of exposure option on Hemnet developed for a housing market where an increasing number of sales begin outside the open market. Through the service, real estate agency chains and brand owners who have entered into a strategic partnership with Hemnet can make under-the-radar listings available to Hemnet's large audience at the very earliest stage of the sales process.

"Under-the-radar" is part of Hemnet's strategic collaborations with real estate agencies and brand owners, where Hemnet addresses a demand from partners regarding concepts for a controlled launch of the sales process. By making more homes available earlier in the process, Hemnet aims to contribute to a more transparent and efficient housing market where buyers, sellers, and agents can act sooner in the transaction.

"With Hemnet Under-the-radar, we give our strategic partners the opportunity to combine their pre-market strategy with Hemnet's reach from day one. This allows agents and sellers to test market interest very early in the process, while more buyers get a better overview," says **Jonas Gustafsson, CEO of Hemnet.**

Better overview for buyers and a new tool for strategic partners

For buyers, Hemnet Under-the-radar means they can find more homes on Hemnet earlier in the sales process – even before they reach the open market. The listings are shown under the "Upcoming" category and are marked as "Under-the-radar". In logged-out mode, the homes are displayed with limited information and a hidden main image – just like in the agents' own channels, logging in is required to access full details. This creates a clearer overview for active homebuyers without compromising the discretion and control that are often part of the strategy at this stage. Through Under-the-radar, the ability to advertise on Hemnet under "upcoming" and "for sale" is complemented by exposure in the preparatory stage before the property is listed on the open market.

This new opportunity is offered to real estate agencies and brand owners who have a strategic partnership with Hemnet, and who already market "under-the-radar" properties on their own platforms in logged-in mode. Svensk Fastighetsförmedling was the first to test the concept. Following an initial pilot period, the service was rolled out on July 1 to virtually all of the chain's offices. Week 27 thus marked the first week of full rollout, resulting in approximately 500 published under-the-radar properties on Hemnet during this period.

A number of additional strategic partners are set to join the service shortly, and an active dialogue is ongoing with more partners who want to broaden the reach of their under-the-radar properties together with Hemnet.



Hemnet

For more information, please contact:

Press enquiries

Staffan Tell, Head of PR

M: +46 733 67 66 85

E: staffan.tell@hemnet.se

IR enquiries

Ludvig Segelmark, Head of IR

M: +46 70 250 14 40

E: ludvig.segelmark@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”).

Follow us: hemnetgroup.com / [Facebook](#) / [LinkedIn](#) / [Instagram](#)

Image Attachments

[Hemnet Underhand](#)