



How the housing market's click magnets perform

Every week, a winner is crowned in each municipality on Hemnet's "Klicktopp" (most-clicked list). The winner is the property listing that received the most clicks during the past week. Hemnet's statistics now show that these properties also clearly stand out when it comes to the final sale price.

A review of all Klicktopp winners in each respective municipality since 2025 shows that they sell well above the asking price on average. For apartments, the average price increase from the asking price to the final sale price is 7.2 percent, while the corresponding figure for houses is 3.6 percent.

This can be compared to the market as a whole, where apartments sell on average 0.3 percent above the asking price, while houses sell on average 2 percent below the asking price.

Based on average asking prices, this means that Klicktopp winners sell for SEK 193,000 more than other apartments and SEK 218,000 more than other houses.

Erik Holmberg, Market Analyst at Hemnet, comments:

"The Klicktopp list shows that high interest often correlates with a stronger sales result. When many people visit a listing, the chances of reaching the right buyer increase, which can contribute to more bidders and a higher final price. Naturally, few properties reach Klicktopp levels, but the correlation shows how important it is to get the listing out broadly to relevant prospective buyers."

Price increase for Hemnet's Klicktopp winners

Property type	Average bidding premium, Klicktopp winners	Average bidding premium, entire market	Difference in price change (SEK)
Apartment	+7.2%	+0.3%	+193,000 SEK
House	+3.6%	-2.0%	+218,000 SEK
Total, all property types	+4.9%	-0.6%	+178,000 SEK

**The data is based on reported sales to Hemnet between 2025 and May 2026. The average has been aggregated so that each sale carries equal weight in the mean value.*

For more information about Klicktoppen listings:

<https://www.hemnet.se/klicktoppen>

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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