



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

On March 30, Hemnet completes the rollout of its largest customer improvement in years as the model now becomes available across all of Sweden. With "Sell first, pay later", the financial risk for the seller is removed, which is expected to encourage more people to take the step onto the open market.

The model was launched in Stockholm in February and in Västra Götaland in early March with very positive results. In Stockholm, the number of new listings performed more than 20 percentage points stronger than in the rest of the country year-on-year during the first month, and to date, approximately every second seller who has had the opportunity to choose "Sell first, pay later" has done so.

More secure for the seller, easier for the buyer

The new model means that the property seller only pays for their Hemnet listing when, and only if, the property is sold. At the same time, buyers benefit when more homes are listed earlier in the sales process, leading to increased transparency and efficiency in the market.

– We see that many sellers hesitate to go broad on the market due to uncertainty regarding the sale. By removing the financial risk and moving the payment until after the transaction is completed, we provide sellers with increased security to be visible where the buyers are. This creates a more transparent market for all parties, says **Lisa Farrar, COO at Hemnet**.

– Experience shows in black and white that this model successfully drives volumes and lowers the barriers to advertising. It is clear that sellers appreciate an alternative that aligns with how they pay for the brokerage service itself. Being able to offer this security across the entire country is an important step in increasing mobility in the Swedish housing market, Lisa Farrar continues.

The following applies nationwide from March 30:

- **Risk-free publishing:** No sale – no cost for the Hemnet listing.
- **Early publishing for best results:** Hemnet assumes a financial risk by only charging upon a completed sale. Therefore, the model is based on the property being published on Hemnet within two days of being listed on the broker's website. This is because early visibility to all the market's buyers provides the property with the best possible conditions for a successful sale.
- **Transition period:** In connection with the launch, a 30-day transition period is introduced for the affected counties. This means that even properties that have been on the broker's website for more than two days can be published with the new model.
- **Freedom of choice:** Sellers can still choose to pay immediately or defer payment for six months if they prefer the existing options.



Hemnet

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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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