



Stockholm first out as Hemnet launches "Sell first, pay later"

Today, 2 February, Hemnet begins the rollout of the new model "Sell first, pay later". The initiative aims to lower the threshold for publishing homes on the market by removing the financial risk for the seller if the property remains unsold.

Increased transparency in the pre-market

In recent years, the housing market has become increasingly challenging, with longer time-on-market. A significant portion of the supply has ended up in the so-called pre-market, making it harder for buyers to get a comprehensive overview of available homes. At the same time, sellers have missed out on the full value of reaching a broader audience at an early stage.

The new model means that the property seller only pays for their listing on Hemnet when, and only if, the home is sold. By offering risk-free publication early in the process, transparency and efficiency in the market are increased.

"By lowering the thresholds and moving the payment to after the sale, we create a win-win for sellers, buyers, and real estate agents. It's about giving sellers the courage to go broad early in the process, which we see as a key factor for a successful sale. At the same time, we are aligning the time of payment with how and when the seller pays for the brokerage service itself, which we believe will feel more secure and logical," says **Lisa Farrar, COO at Hemnet**.

Step-by-step rollout across the country

The launch of "Sell first, pay later" is taking place in stages to ensure a smooth implementation:

- **2 February:** Stockholm County
- **2 March:** Västra Götaland
- **30 March:** Remaining parts of Sweden

Transition period for existing listings

To use the "Sell first, pay later" option, the home must be published on Hemnet within two days of being posted on the agent's website. However, in connection with the launch, a 30-day transition period is being introduced. This means that even properties that have been on the agent's website for longer than two days can be published using the new model.

In addition to "Sell first, pay later", home sellers will continue to have the option to either pay for the listing directly or choose to pay later by deferring payment for up to six months from publication.

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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