



Hemnet launches app in ChatGPT

Hemnet is now the first housing platform in Sweden to launch an integrated app in ChatGPT. By combining Hemnet's unique data with generative AI, new opportunities are created for users to navigate the housing market. The launch marks the next chapter in Hemnet's long history of driving the evolution of how people find their homes in Sweden.

For over 25 years, Hemnet has been the go-to destination for buyers, sellers, and real estate agents. From moving property listings from newsprint to the web, and later to mobile apps, Hemnet is now taking the next step by integrating AI into the home search process.

"Hemnet should be where our users are. For a quarter of a century, we have driven the digitalization of the industry, always with the goal of making the journey to a new home as simple and secure as possible. Our presence in ChatGPT is a natural step in that journey. It's about giving home seekers new tools to explore the market on their own terms," says **Hanna Lindqvist, CTO at Hemnet.**

Search for a home the way you talk

Instead of filtering and clicking, users can now reason their way to the right property. The integration fetches real-time data, images, and market insights directly from Hemnet.

Examples of how you can ask:

- "Hemnet, show me apartments for sale in Göteborg (Gothenburg) for under 3 million SEK."
- "Show me homes in Uppsala I can afford, with a monthly cost under 25,000 SEK."
- "Find a summer house near Norrtälje no more than 500 meters from a lake or the sea."
- "Where can I find apartments suitable for a family with children, needing plenty of storage and proximity to nature near Täby?"

The app delivers relevant listings directly in the chat and seamlessly guides the user to Hemnet to view the full listing, book a viewing, or contact an agent.

Secure innovation

Hemnet's app in ChatGPT is built on the same foundation users are accustomed to, and all data comes directly from Hemnet's verified feeds. The current version is an initial release that will be continuously developed and optimized based on user patterns and feedback following the launch.

"The technology is advanced, but the experience should feel simple. By being among the first in Sweden with this solution, we continue to stay at the forefront while maintaining focus on what has always been our core: gathering the entire housing market in one place and making it accessible to everyone," concludes **Hanna Lindqvist.**



Hemnet

Availability

The Hemnet app in ChatGPT is available starting today for users with access to GPT's app functionality. The app is available to users in Sweden, Norway, Denmark, Finland, and Germany.

For more information, please contact:

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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