



## Hemnet launches Hemnet Max – new ad package for maximum visibility

**On April 1st, Hemnet is launching its new ad package, Hemnet Max – a package designed for home sellers who want to give their property maximum visibility and reach. With Hemnet Max, sellers gain access to brand-new features that help their listing stand out and attract more prospective buyers to viewings. At the same time, Hemnet’s existing ad packages are being upgraded with enhanced features to provide sellers with even better tools for their sales.**

Hemnet Max is Hemnet’s first new ad package since 2020 and has been developed to give listings the best possible conditions to reach a wide audience on Sweden’s largest property platform, which sees over 40 million visits per month and reaches 1.9 million visitors each week.

- We created Hemnet Max for those who truly want to maximize their home sale. Just one extra visitor at a viewing or one more bidder can make a big difference. With Hemnet Max, we give sellers the best chance to reach the right buyer and increase interest in their property, says **Lisa Farrar**, COO at Hemnet.

At the same time, Hemnet’s existing packages – Bas, Plus, and Premium – are also being updated. New features include showing viewing times directly in search results for Hemnet Bas, and a new image carousel in search result listings for Hemnet Plus and Premium ads – on Hemnet’s most visited page – to increase visibility and enhance the user experience.

- Every home sale is unique, and so is the level of investment people want to make in their sale. We want to offer clear options where every package provides strong value – and where Hemnet Max is the choice for those who want to make the most of their ad, says **Lisa Farrar**.

The price of Hemnet Max, like the other packages, depends on the listing’s asking price and local market conditions. Starting April 1st, the new package will appear in Hemnet’s price calculator, where sellers can easily see the cost based on their property’s address and asking price.

### **What’s included in Hemnet Max:**

- **Larger ad card in search results** with five images in a carousel – to quickly catch visitors’ attention.
- **Exclusive, targeted email** sends to specially selected potential buyers, highlighting the property and its viewing times.
- **Exposure on Hemnet’s homepage** – now, for the first time, open to property listings.
- **Photo of the responsible real estate agent in the image gallery** – a clear and attractive placement for increased visibility.
- **Top placement in search results** and a free five-day promotion using *Raketten* (The Rocket).
- **Unlimited free renewals**, just like in the Hemnet Premium package.



## Hemnet in Numbers

- 1.9 million visitors per week
- 40 million visits per month
- 1.1 billion ad clicks in 2024
- SEK 554 billion in total asking prices for property listings in 2024 (equivalent to approximately 9% of Sweden's GDP)
- 183,374 published property listings in 2024
- 30 days average selling time
- 16 times more views per property ad compared to the second largest player on the market

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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 20 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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## Image Attachments

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