



## New survey reveals: how much is a bidder worth?

**An additional bidder is worth an average of SEK 79,200. This is shown in a new survey from Hemnet, conducted with over 300 real estate agents. Furthermore, the survey indicates that an average property sale involved two bidders and between two and three bids.**

The survey reveals that 32% of real estate agents estimate that an extra bidder can increase the final sale price by SEK 50,000 to 100,000. Additionally, 17% believe that an extra bidder can contribute to a price increase of SEK 100,000 to 300,000. For sellers, this means that even a small increase in the number of interested buyers can have a significant financial impact.

### **Bidding Often Limited**

82% of agents report that they have had no more than two bidders per property on average, and 41% of homes have only had a single bidder. Only 4% have experienced bidding processes with five or more bidders. Additionally, 60% of sold homes received only one or two bids, while just 1% of properties had ten or more bids.

- At the beginning of the year, the housing market has been characterized by increased activity and rising prices. In this market climate, sellers should carefully consider the implications of accepting an off-market offer. Bringing in an additional bidder in an open bidding process can significantly impact the final sale price, and buying or selling outside the open market carries the risk that the transaction does not occur at a market-based price—benefiting one party at the expense of the other says **Staffan Tell, spokesperson at Hemnet.**

### **About the Survey**

The survey was conducted between February 24 and March 14, with a total of 317 participating real estate agents. The average values are calculated as weighted means, where the midpoint of each interval has been multiplied by the percentage of respondents in each category. For the upper range in the question of how much a bidder is worth, an estimate of SEK 300,000 to 500,000 has been assumed.

<b>How Much Is an Extra Bidder Worth?</b>	<b>Percentage</b>
Nothing	8%
Up to SEK 10,000	8%
SEK 10,000 to 25,000	14%
SEK 25,000 to 50,000	18%
SEK 50,000 to 100,000	32%
SEK 100,000 to 300,000	17%
Over SEK 300,000	3%



# Hemnet

Approximately How Many Bidders Have You Had on Average in Recent Months for the Homes You Have Brokered and Sold?	Percentage
1	41%
2	41%
3	11%
4	3%
5 or more	4%

Approximately How Many Bids Have You Received on Average Per Property Over the Past Year?	Percentage
1	18%
2	42%
3	31%
4-6	6%
7-9	4%
10 or more	1%

**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 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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