



Hemnet highlights the importance of visibility in new campaign

Today, on March 24, Hemnet launches a new advertising campaign emphasizing the importance of visibility across the entire market when selling a home. The campaign highlights Hemnet's role as Sweden's leading property platform and how an open housing market creates better outcomes for both buyers and sellers.

For most people, their home is their biggest financial asset. But how do you maximize your chances of a successful sale? The answer is simple – by being visible where the most buyers and sellers meet. That's the core message of Hemnet's new campaign, which illustrates the illogic of limiting one's exposure.

In the campaign, we see people using unconventional methods to market or find a home – from graffiti in the city, to a school principal announcing he's selling his home during a graduation speech, to a mother who asks museum staff to help find her lost daughter – while also calling out that she's looking for a new home. These scenes serve as a humorous reminder to give your property sale a real chance through Hemnet.

- For many of us, a home is the most expensive thing we own or will ever buy. With this campaign, we want to use tongue-in-cheek, exaggerated situations to highlight the importance of giving your property sale the best possible conditions – and that Hemnet is the natural place to do that," says **Lisa Farrar**, COO at Hemnet.

Being visible on the platform with the largest audience also means a higher chance of selling at the best price.

- As with all marketing, it's about reaching as large and relevant an audience as possible. The more potential buyers who see the listing, the more likely they are to attend a viewing – and more viewers can lead to more bidders, which is crucial for maximizing the final sale price. In other words, not being visible on the most visited marketplace could turn out to be an expensive decision, **Lisa** continues.

About the Campaign

The advertising campaign was developed in collaboration with Nord DDB and produced by House DDB. It will run widely during weeks 13–15 across social media, radio, podcasts, outdoor advertising, print media, trade press, and on Hemnet throughout the spring.

Campaign Videos

<https://www.youtube.com/watch?v=xsaClhbcpYo>

<https://www.youtube.com/watch?v=eRFjm3APPF4>



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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