Homes.com™

12 Reasons Why Homes.com is The Right Solution For You



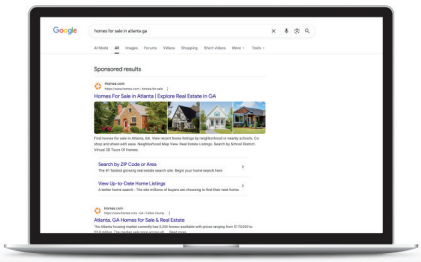
1 Biggest Marketing Campaign in Real Estate History

Homes.com is a household name, with an audience of hundreds of millions of buyers and sellers viewing your brand and listings.

2 #1 Result on Google Sponsored Results*

Homes.com is #1 on Google in paid search, showing up 3x more in the top spot compared to competitive portals.

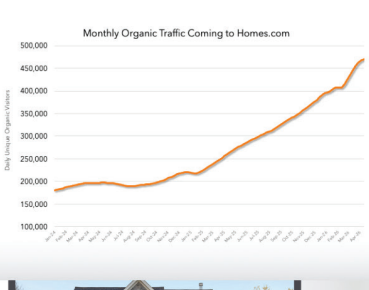
*Based on internal performance marketing data, Homes.com achieved approximately 3x more #1 sponsored search (SEM) rankings compared to Realtor.com, Redfin and Zillow during the measurement period beginning April 2026. Rankings reflect paid search performance across 200+ cities and may vary over time based on search query, geography, and ongoing campaign optimization.

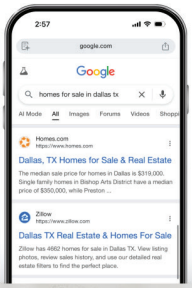


3 83 Million Visitors Monthly**

Every month, the Homes.com Network receives over 83 million unique visits. That's millions of buyers and sellers that are being driven towards your brand and listings.

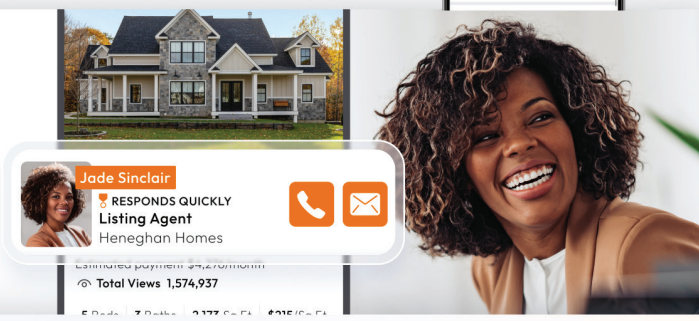
**The Homes.com Network (which includes Homes.com, the Apartments Network, and the Land Network) average monthly unique visitors (83 million) for the quarter ended March 31, 2026, according to Google Analytics.





4 Your Listing, Your Lead™

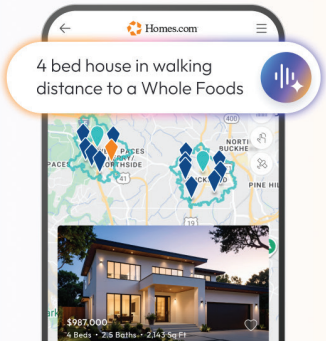
We always have and always will work for agents, and never compete with them. That's why 100% of your buyers and leads are connected directly to you.



5 Homes Ai: A Smarter Search Experience

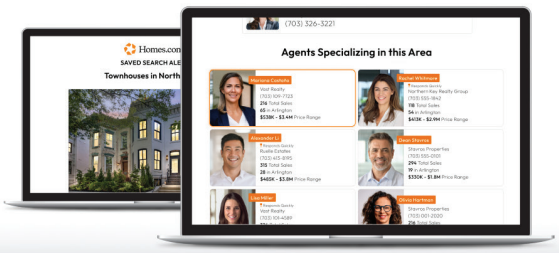
No other portal on the market can offer a search experience like Homes Ai, which is why buyers choose Homes.com over and over again.





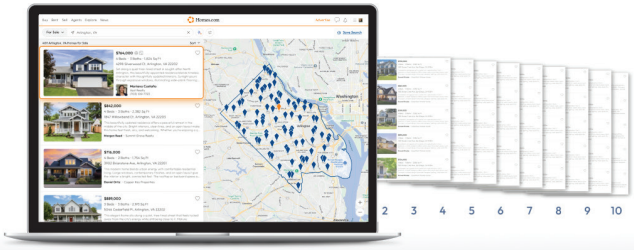
6 Listings and Brand Appear Across the Homes.com Site and Emails

We utilize data to ensure your listings and profile appear on the pages buyers interested in your listings are visiting, including neighborhood & school pages, the homepage, and emails.



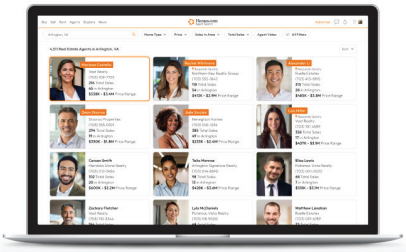
7 Listing sorts to the top, meaning 30x the views***

Homes.com is #1 on Google in paid search, showing up 3x more in the top spot compared to competitive portals.



8 You Sort to the Top of our Agent Directory

Members have their profiles sort to the top of search results of our directory as well.



9 Listings Appear on Apartments.com and Land.com

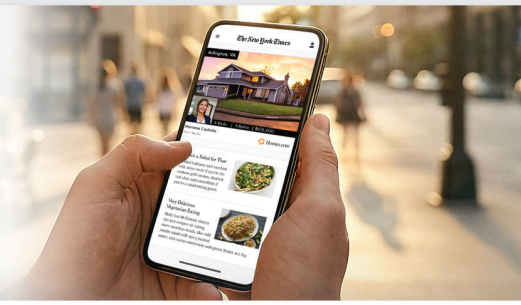
We always have and always will work for agents, and never compete with them. That's why 100% of your buyers and leads are connected directly to you.

Apartments.com™

Land.com™

10 Retargeting Buyers with You and Your Listings Across 30,000 Sites***

You stay top of mind reaching buyers an average of 40x across the internet.



11 Matterport 3D Interior & Exterior Tours and Floor Plans

Matterport offers best-in-class 3D tour and floor plans that keep buyers engaged with your listings.



12 Performance Reports & Brochure

You will also be sent customized performance reports and a printed brochure to showcase the value you bring to your clients.



***All figures based on internal analyses comparing Members to non-Members on Homes.com