

Top Agent Insights for Spring 2023

Subdued seller's market defines start of the year

Concessions and contingencies make their return

Agents strongly predict market rebound for spring

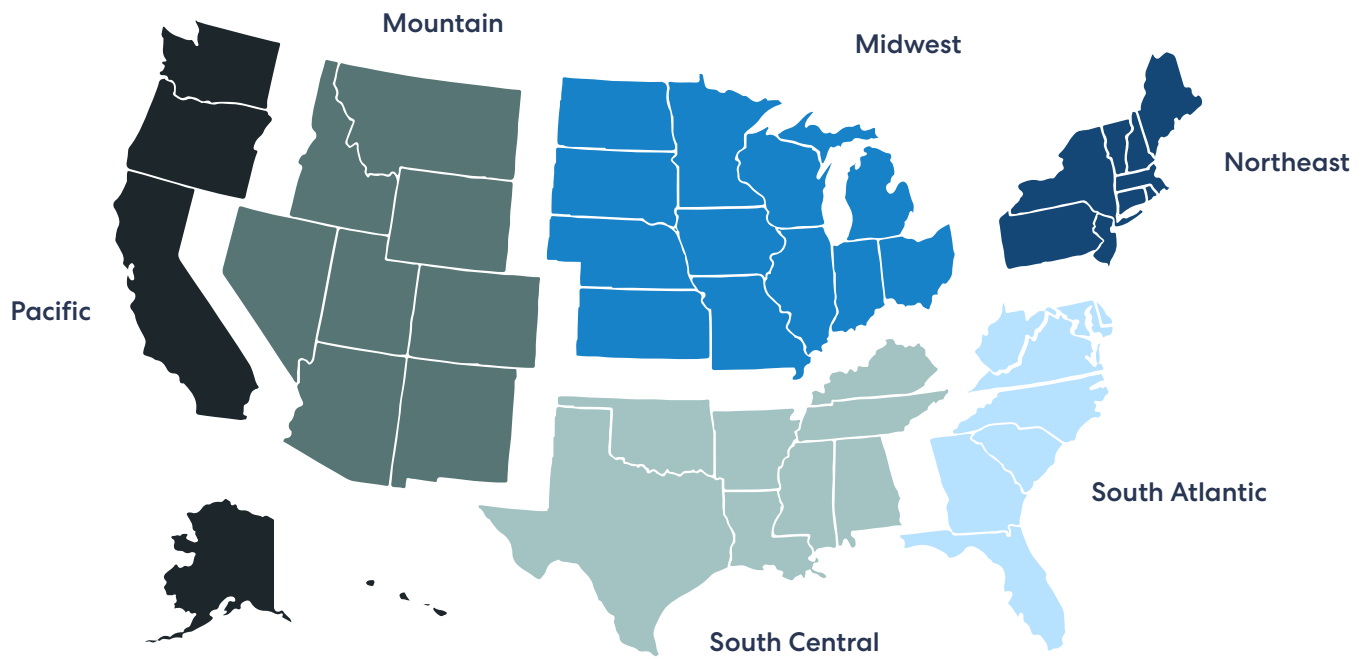


About This Survey

HomeLight's Top Agent Insights report for Spring 2023 was fielded between Feb. 16-Feb. 27, 2023 through an online poll of 863 top real estate agents across the country. Agents were selected to participate in the survey based on the [same performance data](#) HomeLight uses to identify top real estate agents for over a million homebuyers and sellers nationwide.

Survey data for previous quarters can be accessed at the links below:

- [Q4 2022: Seller's Market Retreats Expected for 2023](#)
- [Q3 2022: Market Rebalance Underway](#)
- [Q2 2022: Real Estate, Inflation, and Higher Interest Rates](#)
- [Q1 2022: Cost Barriers Mount](#)
- [Q4 2021: More Cash Offers Than Ever](#)
- [2022 Market Preview](#)
- [Q3 2021: Bidding Wars Retreat](#)
- [Q2 2021: Housing Market Hits Fatigue](#)
- [Q1 2021: Seller's Market Sizzles Across the U.S.](#)
- [Q4 2020: New Year Off to Strong Start for Housing](#)
- [Q3 2020: Pandemic Spurs Home Buying Rush](#)
- [Q2 2020: Real Estate's Coronavirus Comeback](#)
- [Q1 2020: Coronavirus Chills Spring Housing Market](#)
- [Q4 2019: Don't Sludge Through Your Winter Sale](#)
- [Q3 2019: Tackle Fall Maintenance and Sell in the Off Season](#)
- [Q2 2019: Amp Up Your Curb Appeal](#)
- [Q1 2019: Spring Selling Tips and Staging Secrets](#)



Pacific:

Alaska
California
Hawaii
Oregon
Washington state

Mountain:

Arizona
Colorado
Idaho
Montana
Nevada
New Mexico
Utah
Wyoming

Midwest:

Illinois
Indiana
Michigan
Ohio
Wisconsin
Iowa
Kansas
Minnesota
Missouri
Nebraska
North Dakota
South Dakota

South Central:

Alabama
Kentucky
Mississippi
Tennessee
Arkansas
Louisiana
Oklahoma
Texas

Northeast:

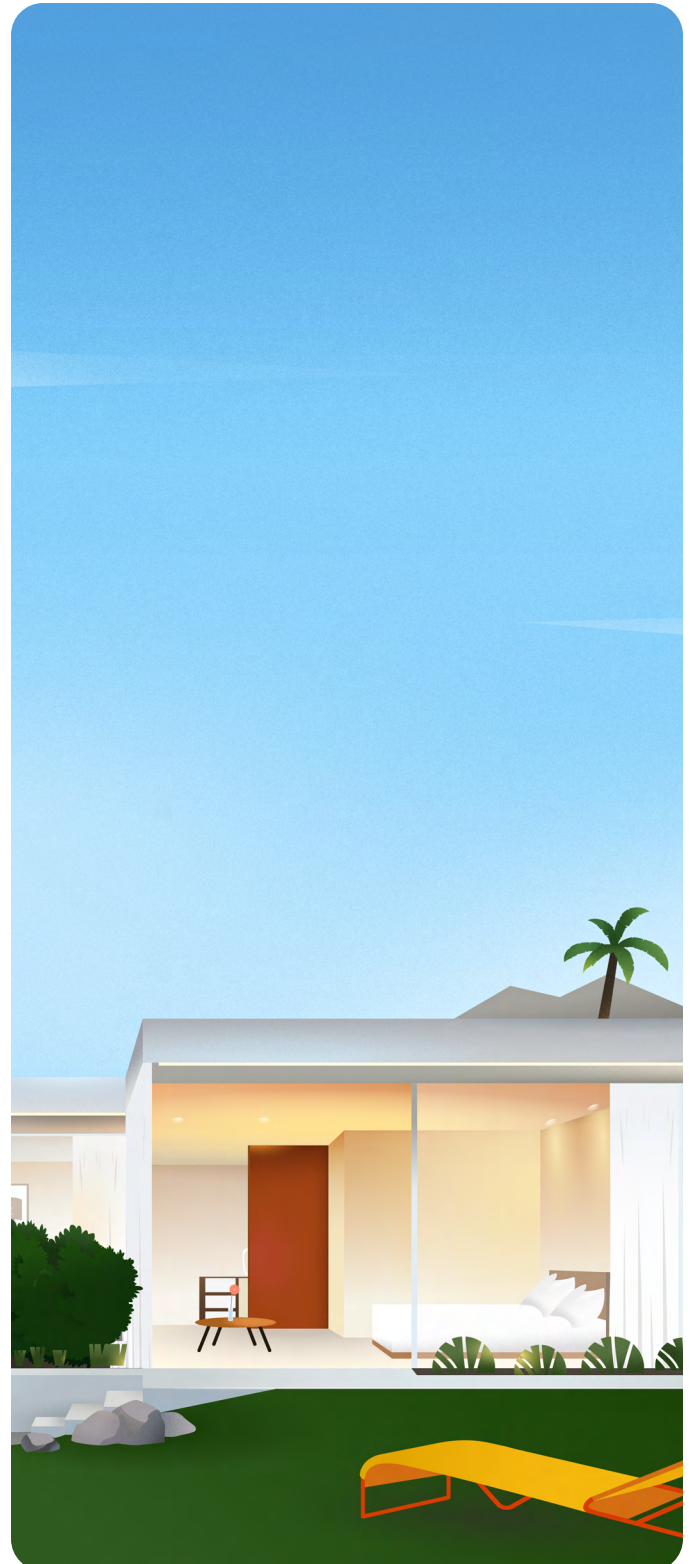
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont
New Jersey
New York
Pennsylvania

South Atlantic:

Delaware
Florida
Georgia
Maryland
North Carolina
South Carolina
Virginia
West Virginia
Washington D.C.

Table of Contents

- 5** Seller's market predicted for spring, despite high mortgage rates
- 19** Buyers get creative, while sellers lack confidence
- 36** Top agents stand out in a tough market
- 44** In a cautious market, home prep and renovations tip the scales



Seller's market predicted for spring, despite high mortgage rates



Agents expect a seasonal market rebound, but extremely low supply remains a thorn

Unless economic conditions change substantially, the spring 2023 housing market is poised to be much quieter than last year's as higher mortgage rates suppress buyer and seller activity. However, the initial shock of mortgage rates' sharp increase has begun to wear off. As a result, real estate agents are seeing a more lively market compared to the latter half of 2022.

In a sign of the market heating up and the continuation of low inventory, the percentage of real estate agents who said it was a seller's market in their area increased from 30% in Q4 to 46% in Q1, according to HomeLight's survey.

Whether buyers lean into a newfound sense of fortitude, stall their plans, or retreat once again will likely depend on how soon inflation can be tamed and which direction the economy takes in the coming months. Most recently, the economy has shown unexpected strength across several economic indicators, including [employment](#) and [consumer spending](#).

Since its peak of 9.1% in June, [inflation](#) has dropped to 6.0% as of Feb. 2023. Although this is an improvement, it remains a far cry from inflation targets, and the [Fed is not ruling out](#) more increases to the benchmark interest rate.

Higher interest rates have taken a steep toll on housing performance. The National Association of Realtors (NAR) reports that [January 2023](#) marked the 12th consecutive month of declines in the number of existing homes sold.

Yet, to the chagrin of many buyers, homes have largely [retained](#) the astonishing increase in value that took off in the second half of 2020. Higher mortgage costs have caused both potential buyers and would-be sellers to [pull back](#) on their plans, a dynamic which is keeping inventory low and prices high. NAR [estimates](#) that the U.S. had 2.9 months' supply of unsold existing homes at the end of January 2023 and that prices of existing homes increased 1.3% year over year.

"We have less inventory due to homeowners locked in at 3% rates," says survey participant [Caroline Fuller](#), a top real estate agent in Sonoma County, California. "Buyers are still out there and with less inventory to choose from, our market is holding values. However, there is far less transaction at play considering the current financial climate."

The crosscurrents characterizing today's real estate market — with some indicators showing strength, others showing challenges, and with significant variation among regions — has required diligence and dexterity from agents helping their clients.

"Early 2023 has been a constant shift with interest rates bouncing back and forth," says survey participant [Leticia Malcolm](#), a top real estate agent in Miami. "This has meant a lot of uncertainty for clients, leaving us, the professionals, with a lot of responsibility to remain extremely knowledgeable day to day."



Buyer interest and low supply reactivate a seller's market

Between the second and fourth quarters of 2022, the percentage of agents who said it was a [buyer's market](#) increased from 1% to 24%, according to HomeLight's previous surveys. However, two factors are rekindling seller's market conditions in Q1: a lack of inventory and the decision from some buyers to start searching for a house again.

"The first weeks of 2023 started as a buyer's market," shares survey participant [Glen Henderson](#), a HomeLight Elite agent in San Diego. "The market quickly shifted to more of a seller's market as rates came down, and buyers re-entered the market."

In our most recent survey, only 13% of agents reported a buyer's market. 35% of agents describe their market as balanced, similar to the 32% who saw a balanced market in Q4.

"Buyers are definitely out looking," says survey participant [Khani Zulu](#), a top real estate agent in Austin, Texas. "Many are in an exploratory phase and in a 'wait and see' mentality. However, they are more serious than they were at the end of 2022."

Low inventory remains a major obstacle for buyers hoping to make a purchase this spring, as sellers who want to preserve their low interest rate mortgages decline to list. As such, fewer agents are seeing housing inventories increase. Since the third quarter of 2022, the percentage of agents who say inventory is on the rise in their market declined from 72% to 29%.

Buyer interest and low supply reactivate a seller's market

While an understandable wariness among buyers remains, our survey shows that many buyers have absorbed the reality of higher interest rates while looking to keep housing costs low by purchasing more affordable homes.



"The shock factor of the interest rates in the 6% range has settled and the buyers we have are at peace with the rates, although they may not like it," reports survey participant and top real estate agent [Roy Machado](#) of Sacramento, California. "Affordability is the biggest challenge, so offering solutions and options for buyers is huge in winning their business and trust."

While mid-priced housing markets, defined in our survey as markets with median home prices between \$250,000 and \$1 million, reflect national trends (where 46% of agents see a seller's market), competition among buyers remains strong in the nation's most affordable markets. 66% of agents in markets where the median home price is less than \$250,000 say theirs is a seller's market.

Even as the overall buyer pool gets acclimated to higher interest rates, first-time buyers especially are continuing to find the lack of inventory and high prices challenging.

"Buyers are getting used to the higher interest rates, and many have had to lower the price in their searches to be at a level of monthly payment they are comfortable with," comments survey participant [Heather Herndon](#), a top real estate agent in Jackson, Michigan. "There is very little inventory available in a typical first-time buyer's price range. Coupled with higher rents, it will be a very strong seller's market as demand for affordable housing exceeds inventory."

Cash offers retain their appeal amid higher mortgage rates

Despite the decline in overall real estate activity, cash offers are persisting. Almost half (49%) of agents say that cash offers were flat in their market in Q1 2023 compared to the previous quarter. Other agents were nearly as likely to say that cash offers were on the rise in their market (20%) as those reporting a decline (24%).

As a percentage of overall transactions, cash offers have been on the rise. In Dec. 2022, cash offers accounted for 28% of sales, up from 23% a year earlier, [NAR reports](#). Buyers with the means to pay cash are doing so to avoid higher mortgage rates while many buyers financing their purchase remain sidelined.

Northeast and Midwest sellers hold advantage, buyers edge ahead elsewhere

While real estate markets always vary at the local level,

the abnormally hot market of mid-2020 to mid-2022 saw conditions strongly favoring sellers across the nation. In early 2023, regional variations are giving buyers and sellers differing amounts of leverage, putting a premium on local knowledge.

“Pricing and local market knowledge are key,” says survey participant [Eden Jordan](#), a top real estate agent in Jacksonville, Florida. “Preparing a house for sale takes time and money. Educating the seller on how buyers think is a great angle. Coming out of a severe seller’s market, clients’ need to adjust their mindset.”

In the Northeast and Midwest markets, 7 out of 10 agents described their markets as seller’s markets. Agents in other areas were more likely to report a balanced market, including in the South Central region (41% balanced versus 32% seller’s) and Mountain region (45% balanced versus 29% seller’s).

	Seller’s market	Balanced market	Buyer’s market
National	46% of agents agree	32% of agents agree	13% of agents agree
Pacific region	29% of agents agree	39% of agents agree	19% of agents agree
South Central region	32% of agents agree	41% of agents agree	17% of agents agree
Mountain region	29% of agents agree	45% of agents agree	14% of agents agree
Midwest region	70% of agents agree	17% of agents agree	7% of agents agree
Northeast region	71% of agents agree	21% of agents agree	6% of agents agree
South Atlantic region	41% of agents agree	34% of agents agree	14% of agents agree

In the third quarter of 2022, [55% of agents](#) predicted the regions which saw the hottest real estate markets during the pandemic would also be the first to cool down. The Southern regions of the country are a prime example — they were a popular destination when remote workers sought out a combination of affordability and nicer weather, but today these markets are more likely to swing in buyer’s favor as the result of overheating in recent years.

Bidding wars make a timid comeback in places, decline overall

Before interest rates rose, bidding wars were either on the rise or at their peak in many markets. Then, in the second half of 2022, bidding wars experienced a sharp downturn.

But as buyers and sellers digest the new reality, 26% of agents report in Q1 2023 that bidding wars are again on the rise in their markets. This is in contrast to only 1% of agents surveyed at the end of 2022 who reported seeing a rise in bidding wars.

“Early 2023 is starting out very strong compared to late summer/fall 2022. Bidding wars are back and over asking prices are common. Inventory is at the lowest recorded level in our market,” says survey participant [Jim Geracie](#), a top real estate agent in Brookfield, Wisconsin.

Survey participant [Annette Shelton](#), a top real estate agent in Chicago, adds: “My local market in early 2023 should bring more aggressive buyers who are relying on local expert agents to find the right home and avoid the multiple offer situations that they’ve experienced in the past few years.”

Overall, 65% of agents report that bidding wars are on the decline in Q1, down from 83% in Q4.

Homes must be well-priced and in marketable condition to sell

Price reductions are becoming a little less common as the market picks up. At the start of 2023, 65% of agents reported an increase in price reductions in their market, down from 90% in Q4.

“Proper pricing is the key,” to today’s market, explains survey participant [Joe Doher](#), a HomeLight Elite agent in Orlando. “It is also very important to put a good product to the market with deficiencies remedied prior to listing or addressed by offering a credit. We also

must use the best marketing tools and photography to get buyers physically into the home.”

In Q4, 77% of agents said that contract contingencies were on the rise. As seller leverage returns, a smaller 53% of agents report a rise in contingencies in Q1 2023. Likewise, 40% of agents now report in Q1 that buyers are pushing back on inspection items, compared to 53% the previous quarter.



“Early 2023 has been categorized by very low inventory,” comments survey participant [Ben Strock](#), a HomeLight Elite agent in Santa Cruz, California. But sellers are having to judge the market accurately to avoid turning off newly sensitive and empowered buyers.

“The homes that are priced attractively in solid locations are garnering more interest than average, including getting multiple offers,” Strock adds. “On the flip side, when a home is overpriced, the average days on market is rising and price reductions are far more common.”

Seller’s market due to low supply expected for spring 2023

Where the spring market is headed will depend heavily

on broader economic drivers such as inflation and employment, which will shape the trajectory of mortgage rates and buyer demand.

Should inflation recede and interest rates eventually fall again:

- 56% of agents predict we'll see a strengthened seller's market (17% of agents say it will be a red-hot market)
- 32% of agents predict balanced market conditions
- 11% of agents predict a market that favors buyers

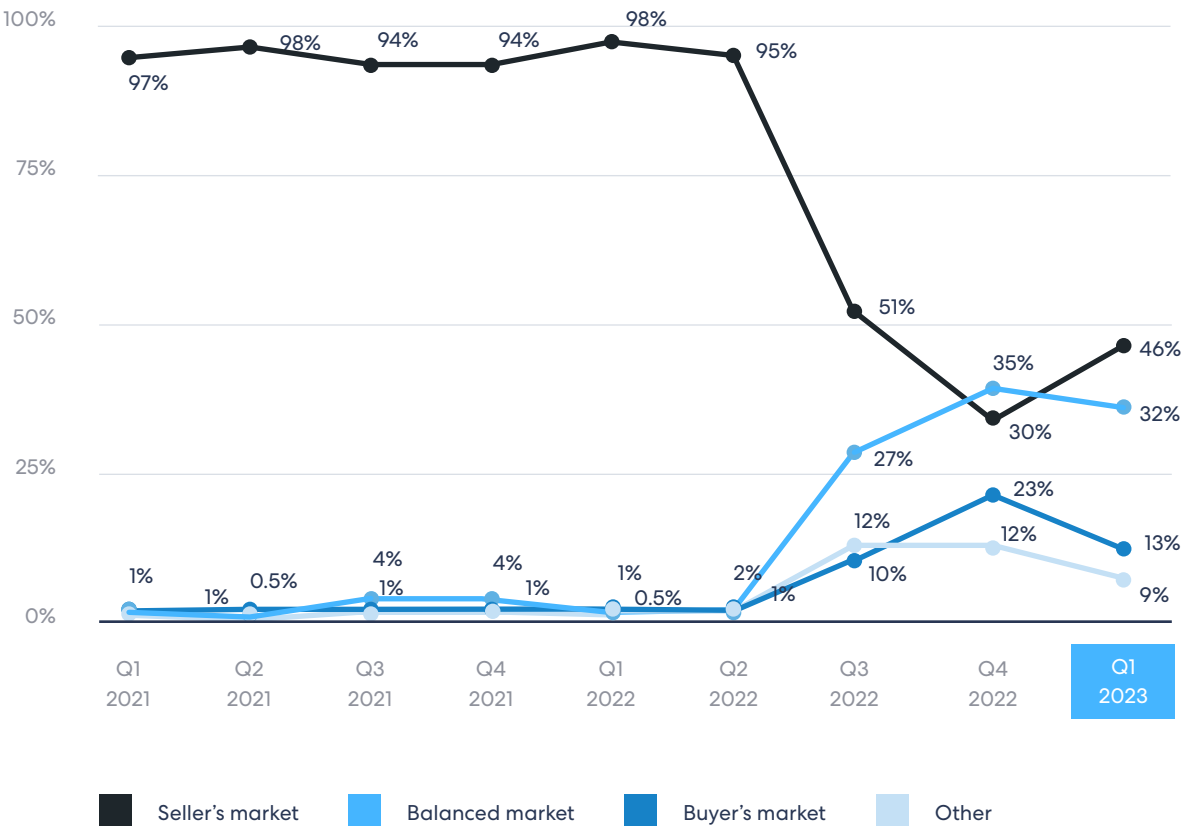
When asked whether they expected their local market to rebound or regress this spring, 74% believe that their market will rebound, and only 9% say it will regress. This general optimism is true across U.S. regions, though agents in the South Central market are most bullish about a rebound (81%), while Midwestern agents are the least confident (69%).

Only time will tell exactly how long a strong job market and high inflation will persist. But what's known today is that buyers and sellers remain highly sensitive to home prices and interest rates.

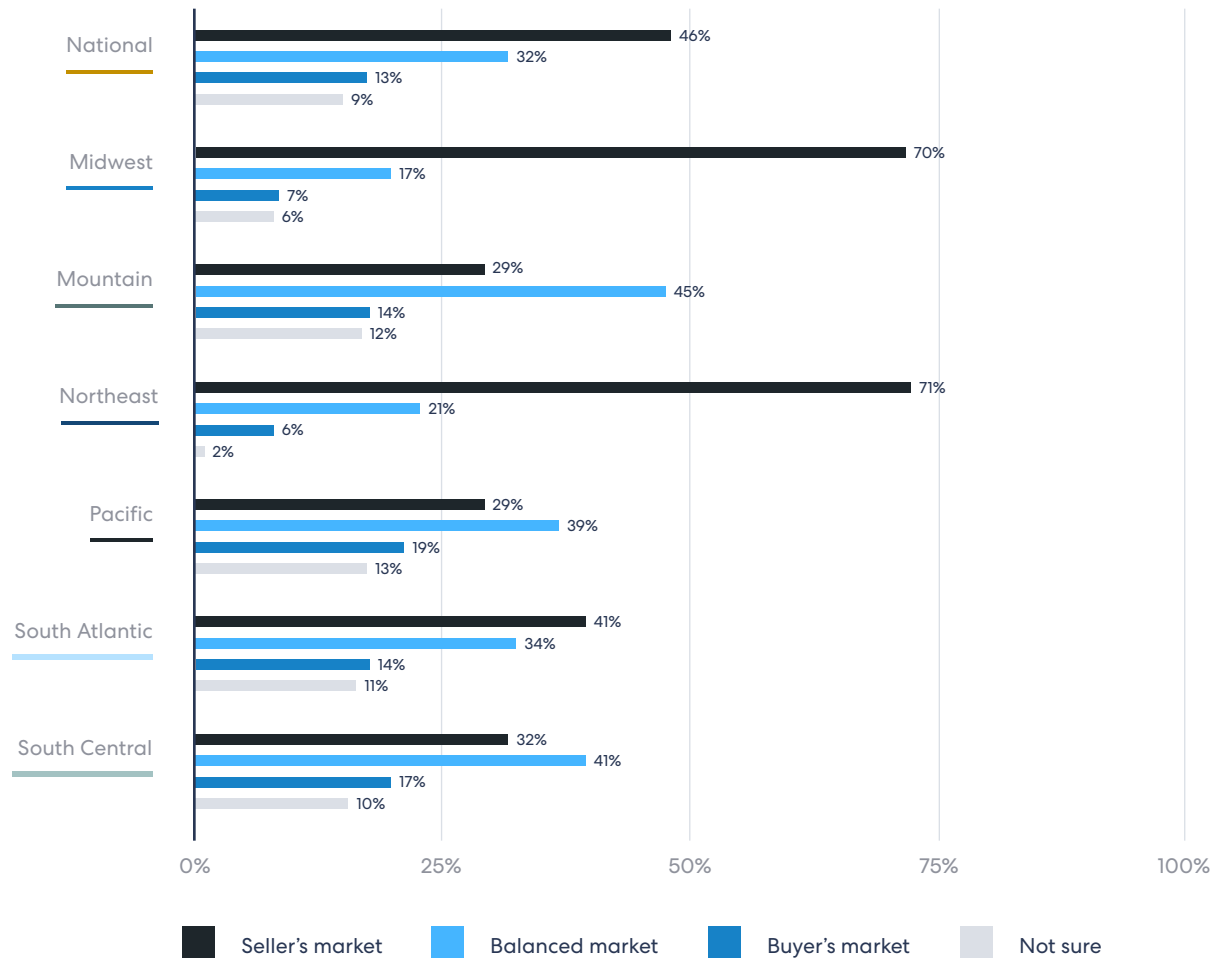
Survey participant [Sandra Rathe](#), a HomeLight Elite agent in Weston, Florida, shares what's happening from her vantage point: "We are getting multiple offers on the most desirable homes while others are sitting if they are slightly overpriced. The buyers are very price sensitive and easily spooked into canceling. Inspection demands have increased tenfold compared to before the pandemic. If interest rates rise again, we anticipate buyer demand will fall."

Next, we'll look at how buyer and seller behavior has shifted in response to a market characterized by uncomfortably high mortgage rates, strong property values, and a shortage of affordable homes.

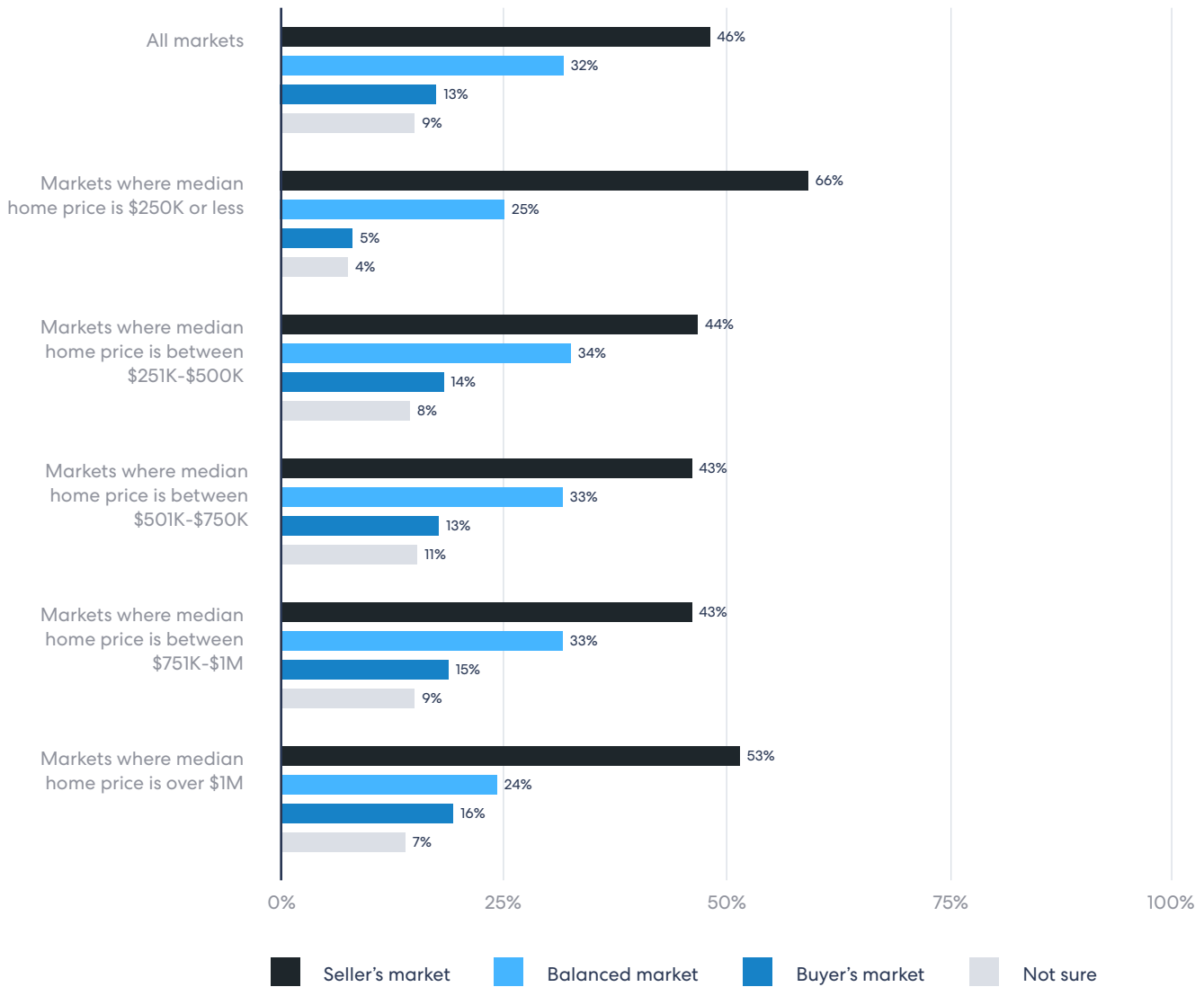
How are real estate agents describing **local housing market** conditions?



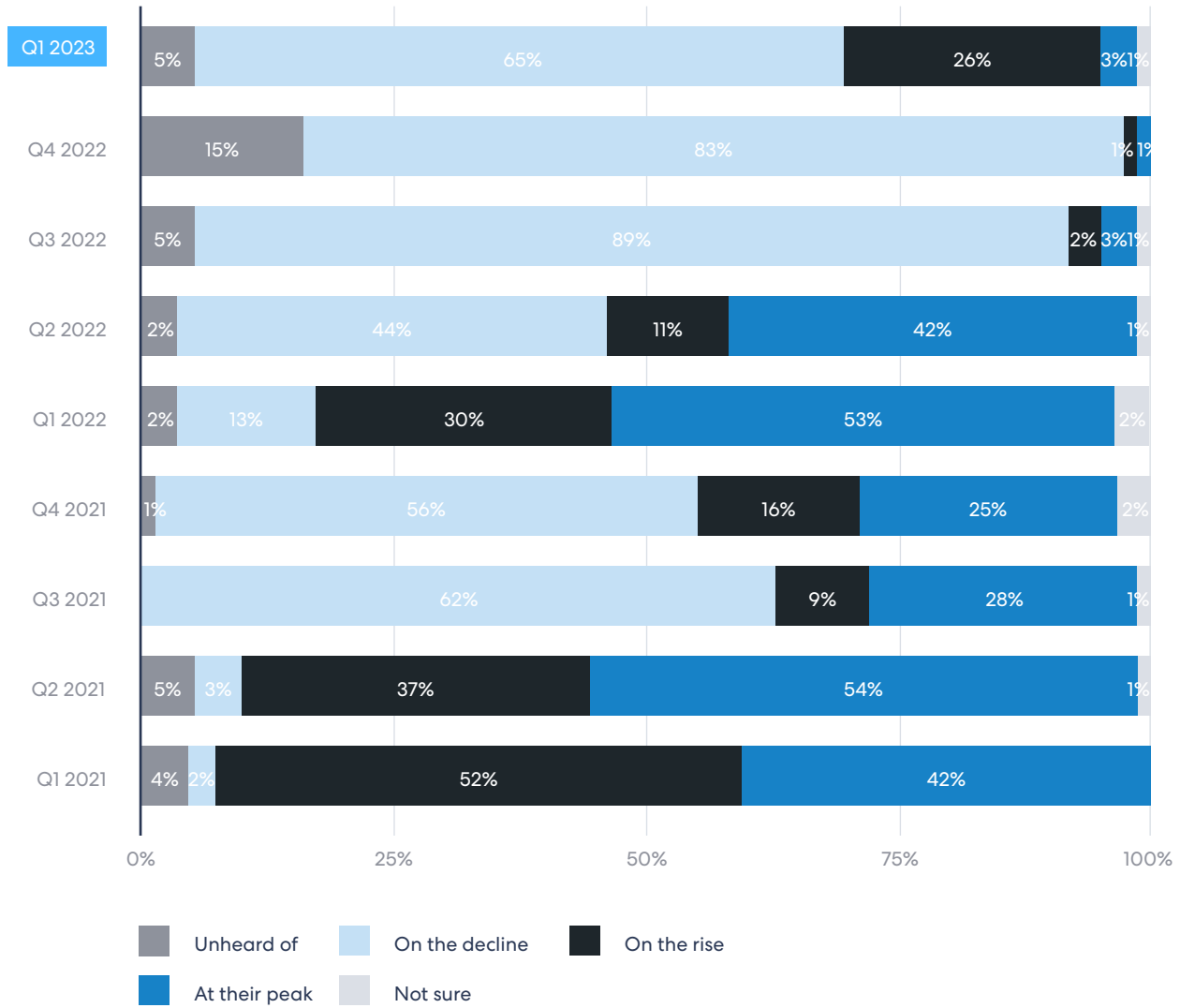
How would you characterize your current **local housing market** conditions?



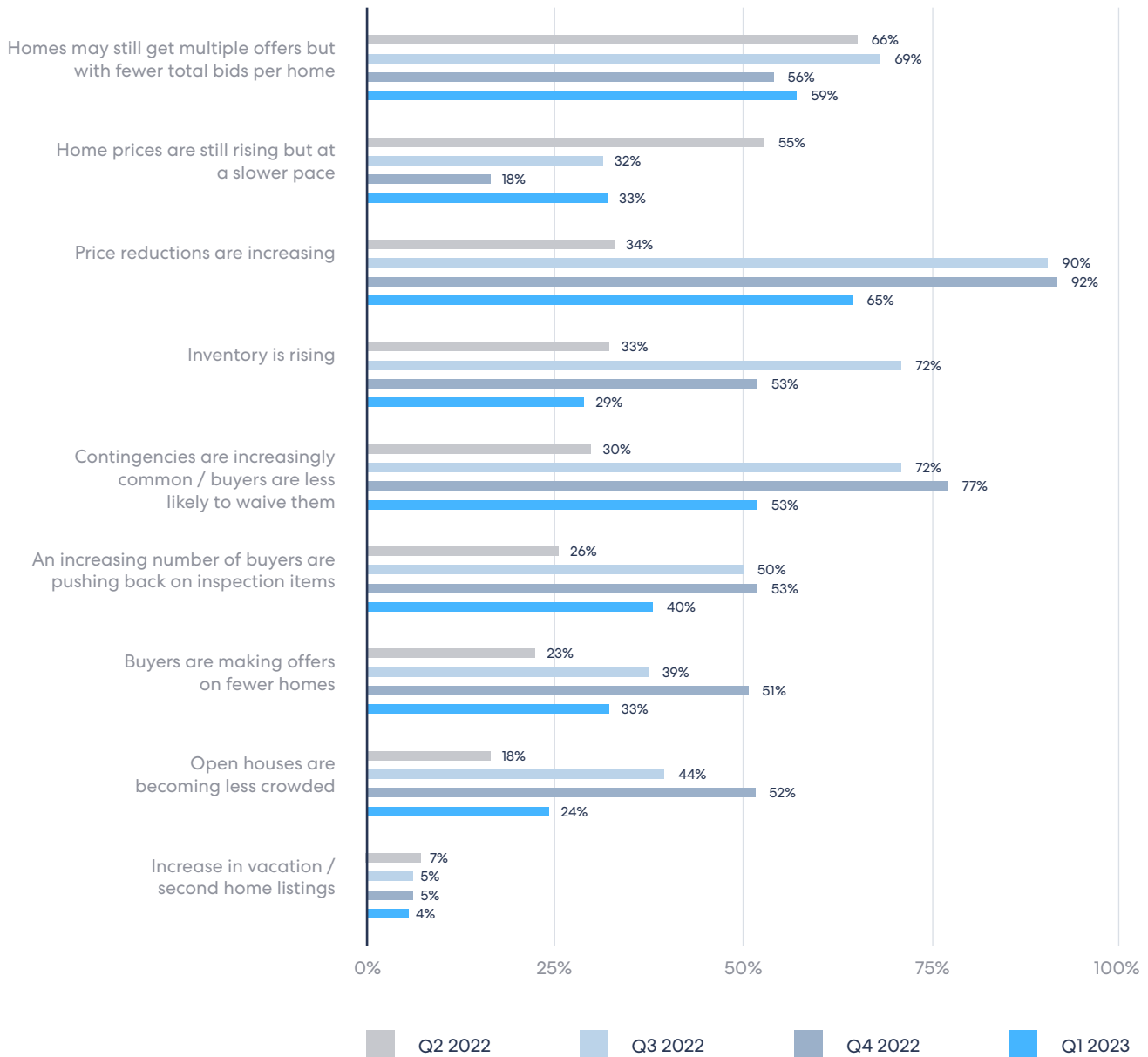
How would you characterize your current **local housing market** conditions?



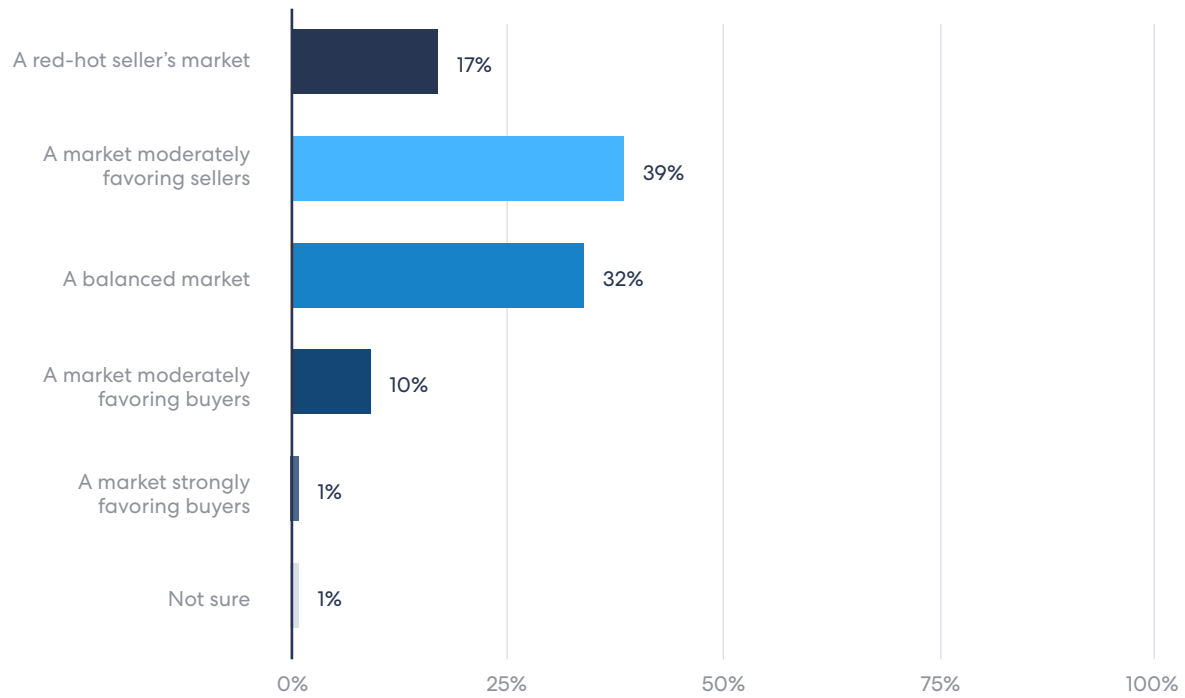
Bidding wars in my market are:



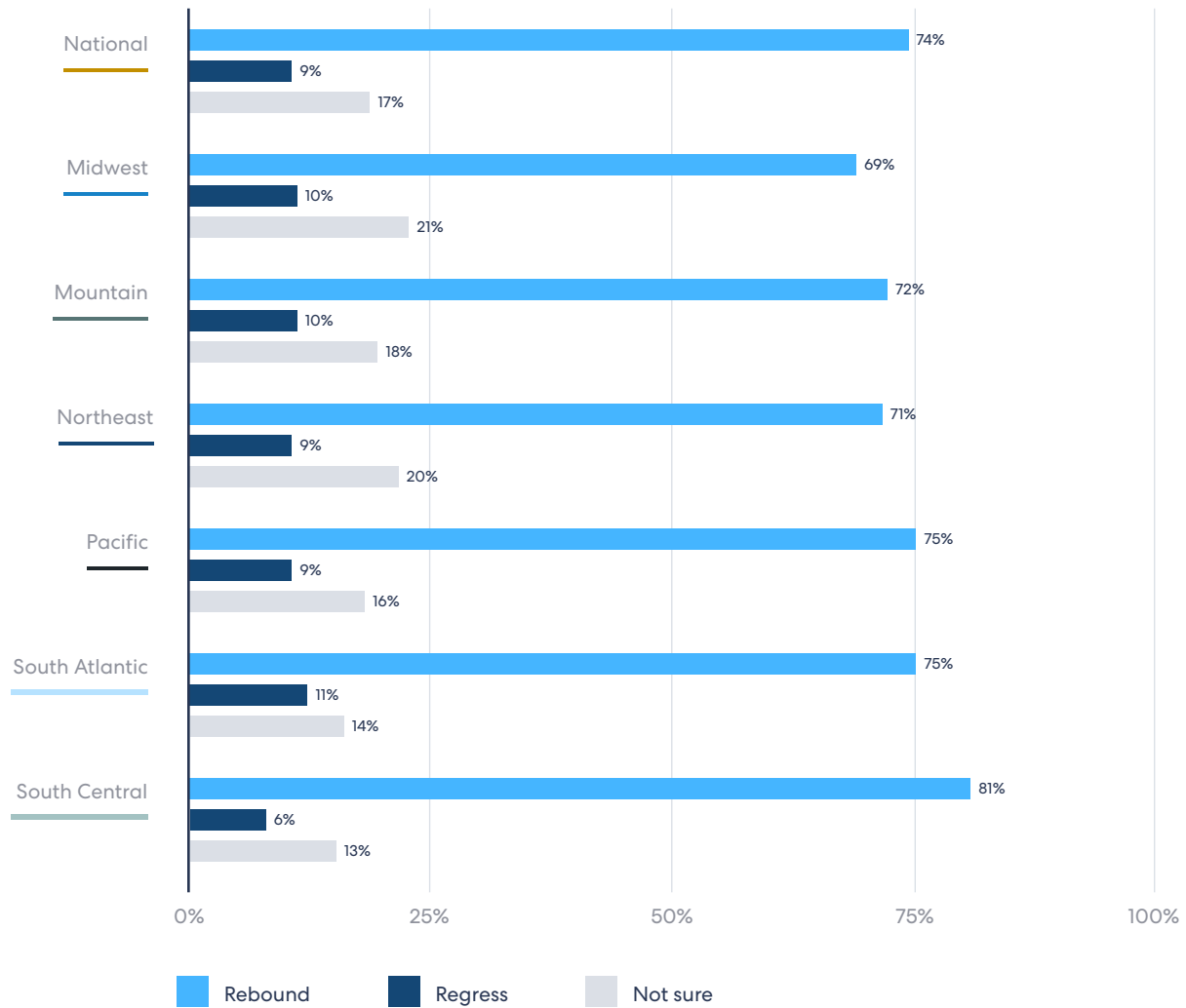
Which of the following **trends** are you seeing in your market? Check all that apply.



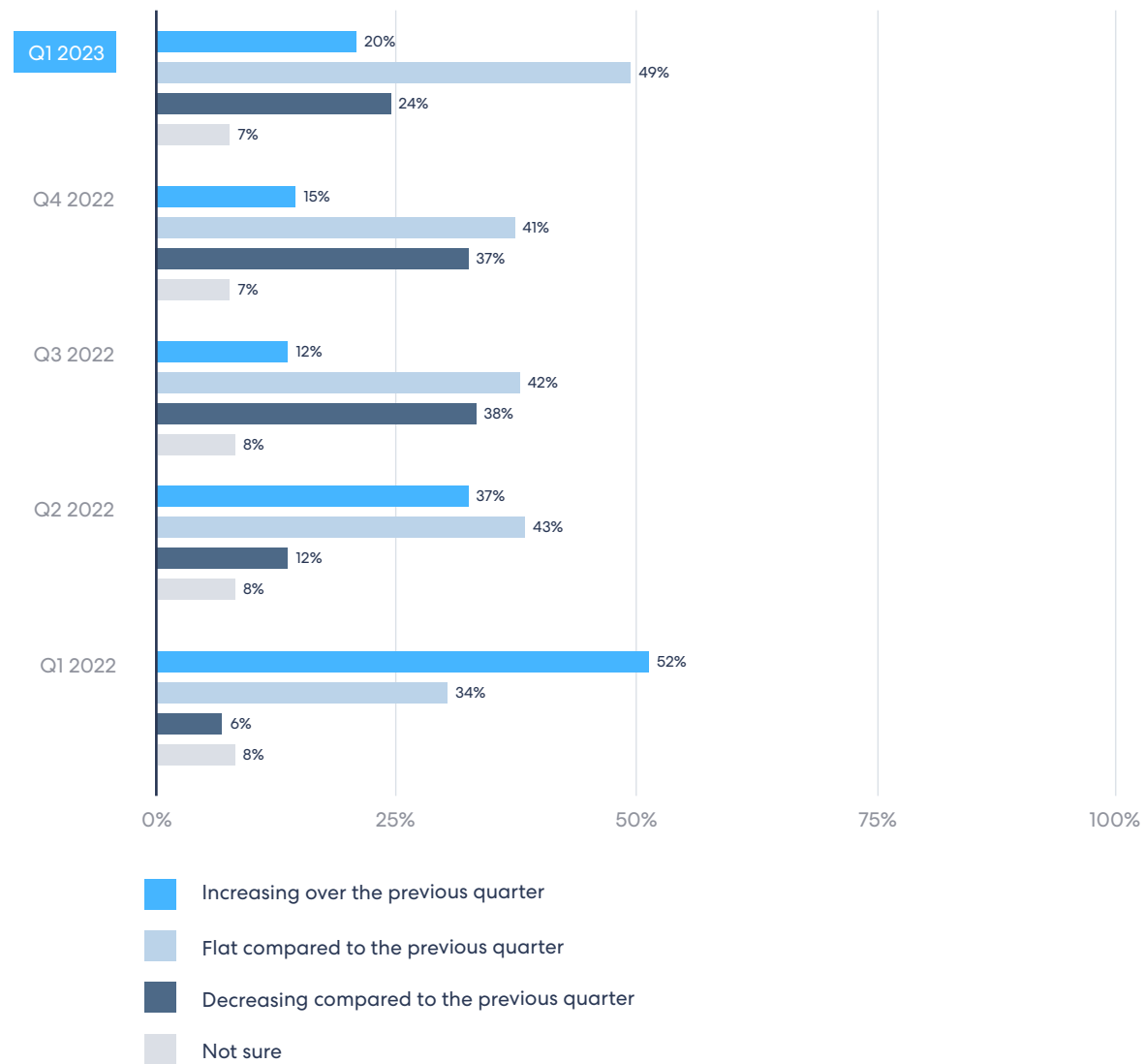
As **inflation recedes and interest rates** eventually follow, I expect conditions in my area will be:



I expect my local market will _____ this **spring**.



The number of **cash offers** in my market is:



Buyers get creative, while sellers lack confidence



Interest rates spooked buyers in late 2022, but many are now forging ahead while asking for concessions

With higher mortgage rates curbing new listings, a low supply of homes is enabling sellers to retain an advantageous position in today's housing market. But in contrast to the homebuying frenzy of recent years, buyers are also taking a more measured approach and showing sensitivity to home affordability and condition.

In this chapter, we examine how buyers and sellers are adopting new strategies to achieve their goals, often requiring both parties to meet in the middle to strike a deal.

Economic uncertainty depresses seller confidence

Although a seller's market endures in many locations, broader economic uncertainty and not knowing where interest rates will land continues to dampen seller confidence. After a turbulent end to 2022 — when inventory was higher and there were fewer buyers to attract — here is where agents say seller confidence stands in Q1 2023:

- 51% of agents report that sellers are feeling less confident in their ability to sell quickly and for a decent price compared to Q4
- 30% of agents say seller confidence is unchanged from Q4
- 19% of agents say sellers are feeling more confident than Q4

Agents report that sellers, in addition to buyers, have been affected by interest rate volatility over the past few months.

“Every time the Fed raises rates, everything stops,” comments survey participant [Dana Dillinger](#), a top real

estate agent in Manchester, Tennessee. “Buyers are afraid to buy, and sellers are concerned about selling, worried that they will not be able to afford a new mortgage at a higher interest rate.”

“We had a very slow start to the year,” adds survey participant [Shawn Maxey](#), a HomeLight Elite agent in Tacoma, Washington. “Interest rates improved some in late January and early February, and activity was much higher. The rates by mid-February worsened, and although activity is still much better than it was in the beginning of the year, things slowed down a little at the end of the month. But this ‘roller coaster’ recovery is still gaining a little ground each time.”



Complicating matters is the recent collapse of Silicon Valley Bank and the consequences for the financial system. According to [reporting](#) from the *New York Times*, the bank held a large number of bonds purchased when interest rates were low. As rates rose, the bank sought to unload them, setting off a classic bank run as depositors worried about the



bank's solvency. The events could impact the Fed's thinking on interest rates, even as [inflation](#), though cooling, remains a concern.

Memories of the neighbor who sold during the market peak may also be a factor keeping sellers on the sidelines. But, agents say, pricing and preparation are still the key to maximizing a client's home sale.

"Price the house correctly, and it will sell quickly even during this market," advises survey participant [Denise Madan](#), a top real estate agent in Miami. "If you list even a little lower than market value, you can create a bidding war and potentially get what you wanted in the first place."

Although sellers may no longer dominate negotiations, their situation isn't dire. The average days on market is currently a bearable 33 days, up from 19 in January 2022, according to the [National Association of Realtors](#) (NAR). For perspective, in 2011, the median home spent [96 days](#) on market.

Sellers have also, for the most part, held onto their equity. Although home values have declined from their mid-2022 highs, the median price of an existing home sold in January 2023 was \$359,000, compared to around \$250,000 in January 2019.

Certainly, the back-and-forth feeling generated by conflicting news about the economy is having an effect, even if the overall direction gives cause for optimism.

Sellers concessions rise from the previous quarter

Agents report that many of their sellers are in a holding pattern. 57% say sellers are taking a "wait and see" approach to the 2023 market, while 30% say sellers are [relisting](#) their homes, and only 6% say sellers are abandoning their plans to sell.

However, to get a house sold, a larger portion of sellers are offering concessions to close the deal. (A seller concession was defined in our survey as a seller credit for repairs, closing costs, or a rate buydown — and excluded price reductions.)

Agents estimate that 42% of their transactions (list or buy side) included a concession in Q1 2023, up from 34% in Q4. The biggest jump was in the South Central region, where agents report that the percentage of transactions with a seller concession rose from 37% in Q4 to 50% in Q1.

"The market picked up in late January," says survey

participant [Gina Candelario](#), a top real estate agent in San Antonio. “Sellers are calling to list, and some are receiving multiple offers but negotiating repairs. Buyers won’t take homes as-is even if there is a back-up offer.”

“I’m preparing sellers on potentially providing closing cost assistance for buyers and recommending a pre-listing home inspection to get any repairs out of the way, and working on negotiations for any offers,” adds survey participant [Rachael Podruchny](#), a top agent in Norfolk, Virginia.

During the height of the pandemic housing boom, homebuyers were known to [offer off-the-wall incentives](#) to win bidding wars (such as concert tickets, paid vacations, and even a year of free frozen yogurt). Today, the power among buyers and sellers is more split. According to our survey:

- 32% of agents report seeing sellers offer to include appliances
- 26% report seeing sellers include furniture
- 17% have seen sellers include amenities such as hot tubs, fire pits, playground, or trampolines
- 15% report televisions or other electronics being included in a home sale
- 8% report sellers offering a decorating allowance

“I am asking sellers to give money incentives to buy down points, put in new appliances such as a refrigerator or washer and dryer, to ensure buyers don’t need anything when they move in,” adds survey participant [Irene Mwathi](#), a top real estate agent in Austin, Texas. “It’s the little things that make a difference. Sellers might also update the kitchen and bathrooms, install new flooring throughout the home, new carpets in bedrooms, or new lighting fixtures in the bathrooms.”

Competition in affordable markets hurts buyer morale

While higher interest rates have [sidelined](#) some would-be homebuyers, the downward movement of

rates from their [fall 2022](#) peak has brought some buyers [back](#) into the market.

- 36% of agents say that buyers are feeling more confident about entering the market today versus late 2022, compared to only 17% who say the same for sellers
- 24% say buyer confidence levels remain unchanged from late 2022
- 39% say buyers are feeling less confident today



Buyers in the most affordable markets are feeling the least confident. In markets where the median home value is less than \$250,000:

- 44% of agents describe buyers as feeling less confident today compared to late 2022
- 29% of agents say they’re feeling feel more confident
- 72% of agents located in lower-priced markets report that buyers in their area are taking a “wait and see” approach

Among all markets, 61% of agents say buyers are putting plans on hold and seeing how conditions play out, 35% say buyers are re-entering the market, and only 2% believe buyers are abandoning their plans to buy.

Buyers compensate for higher rates

Agents report that the top five strategies buyers are using to afford a home include:

- Requesting a mortgage rate buydown from the seller (49% of agents are seeing this trend)
- Moving a longer distance (49%)
- Buying smaller homes (48%)
- Using programs such as down payment assistance (46%)
- Buying older or fixer-upper homes (46%)

However, buyer tactics vary depending on the market's price point. In markets where median home values fall between \$500,000 and \$750,000, 60% of agents report buyers using rate buydowns, compared to 37% of agents in markets where home prices exceed \$1 million, and 27% in markets where the median home value is less than \$250,000.

“By understanding the buyer’s motivation and financial capacity, we are able to provide options in addressing affordability,” says survey participant [Roy Machado](#), a top real estate agent in Sacramento. “Requesting a closing costs credit as a rate buydown helps get us the winning bid while netting the seller a higher price. Having a strategy for buyers in the short term and long term is important so they can make educated decisions that work for them.”

46% of agents say buyers in their market are taking advantage of programs such as down payment assistance. In markets where the median home value is \$500,000 or less, over half of agents we surveyed say buyers are using these programs.

“Connecticut offers a [program](#) through the Connecticut Housing Finance Authority that will give a first-time homebuyer up to \$50,000 for downpayment and closing cost assistance that is forgiven over 10 years with no payments or interest,” says survey participant [John Pizzi](#), a top real estate agent in Norwich, Connecticut. This program has worked well for my clients.”

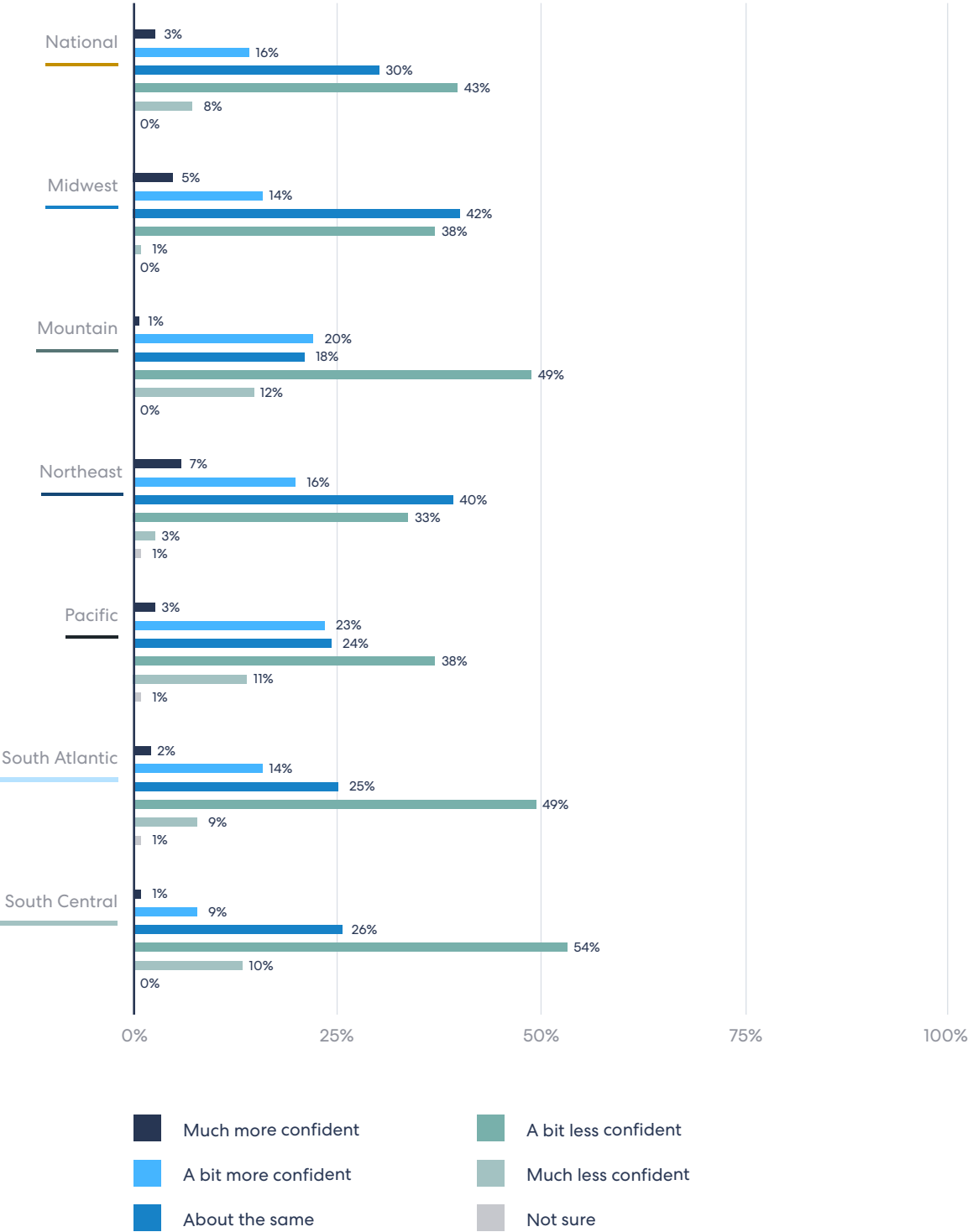


Finally, some buyers are picking up and relocating to more affordable areas, a strategy that’s most commonly seen in mid-priced markets. While only 35% of agents in markets with a median home value of \$250,000 or less say that buyers are moving longer distances in search of affordability, 61% of agents in the \$500,000-\$750,000 market tier say buyers are moving to more affordable locations.

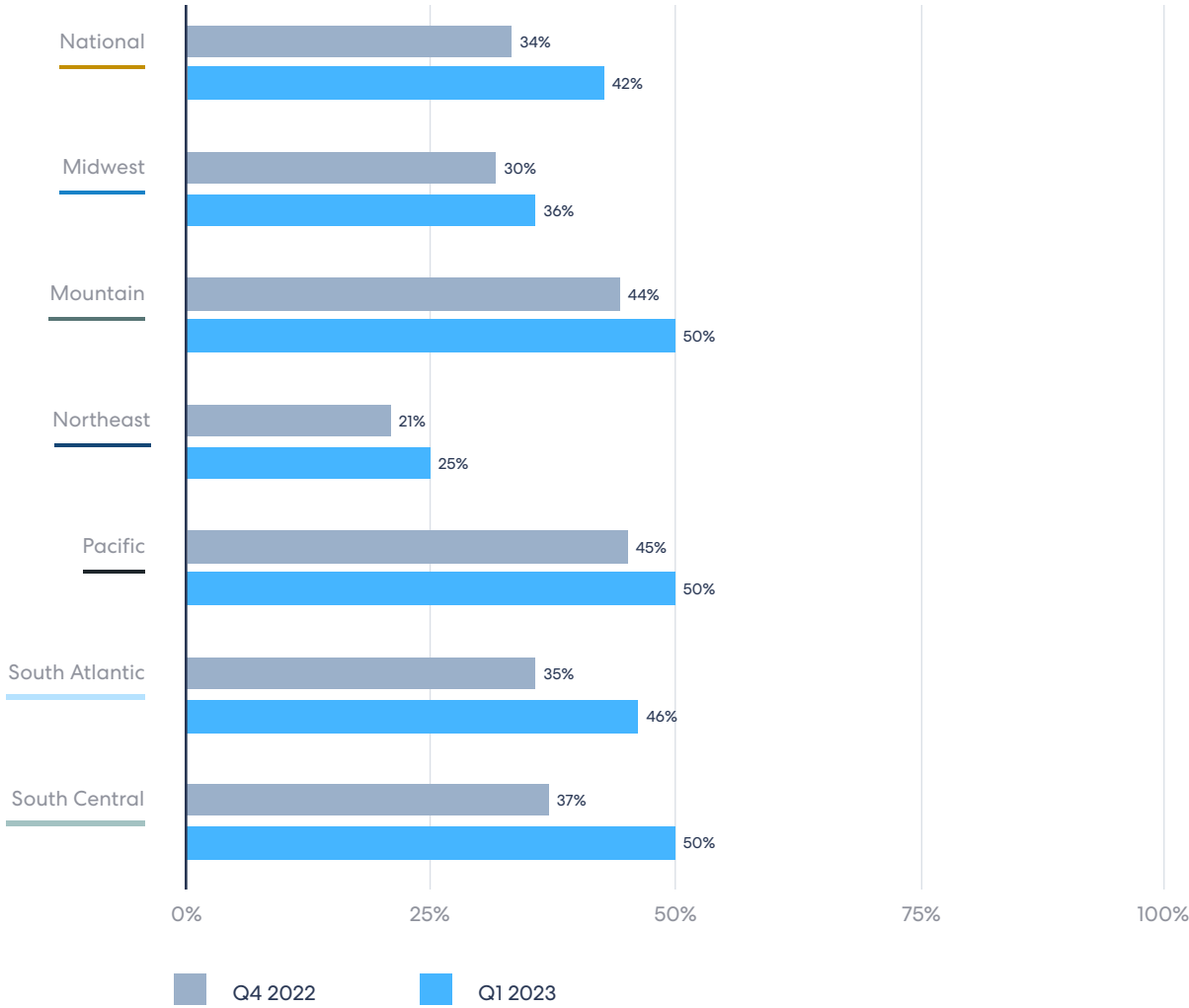
Certain strategies were more common among buyers in some regions compared to others. For example, 79% of agents in the Mountain region say buyers are requesting mortgage rate buydowns from sellers, compared to 18% of agents in the Northeast reporting this. 28% of agents in the Pacific region, where [accessory dwelling units](#) have seen particular uptake, say that buyers are pursuing multigenerational living to afford a home. In the Northeast, 48% of agents say that buyers are seeking out older or fixer-upper homes.

Next, we’ll dive into how top real estate agents are making a difference for their clients with standout listings, skilled negotiation tactics, and creative solutions to overcome affordability obstacles.

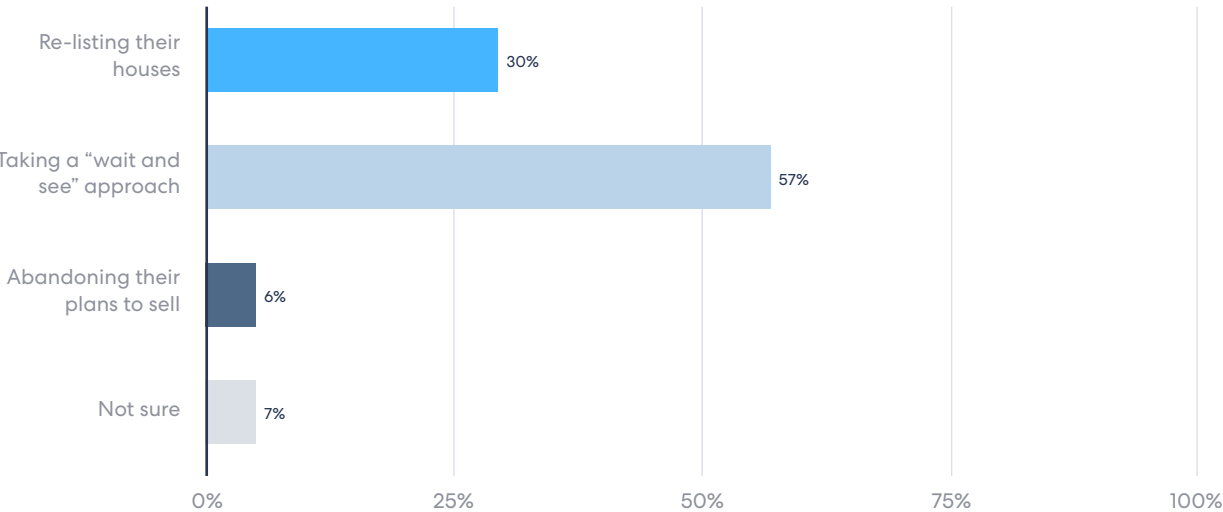
Sellers in my market are **more/less confident about their ability to sell quickly and for a good price** than in late 2022:



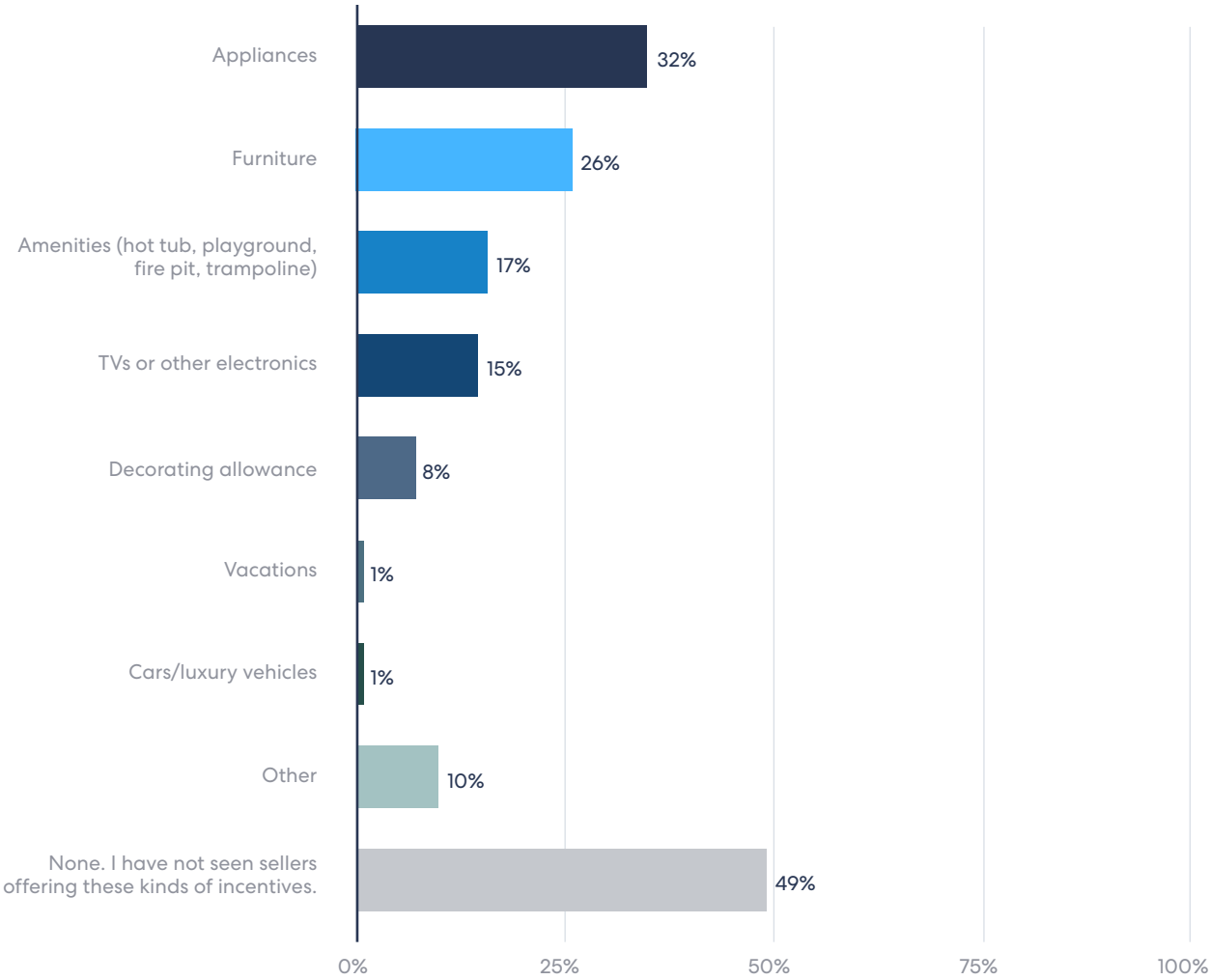
What **percentage of your transactions (list or buy side)** do you estimate involved a seller concession (meaning a seller credit for repairs, closing costs or rate buy down — and excluding price reductions) in **Q4 2022** vs. what percentage of your transactions do you estimate will involve a seller concession in **Q1 2023**?



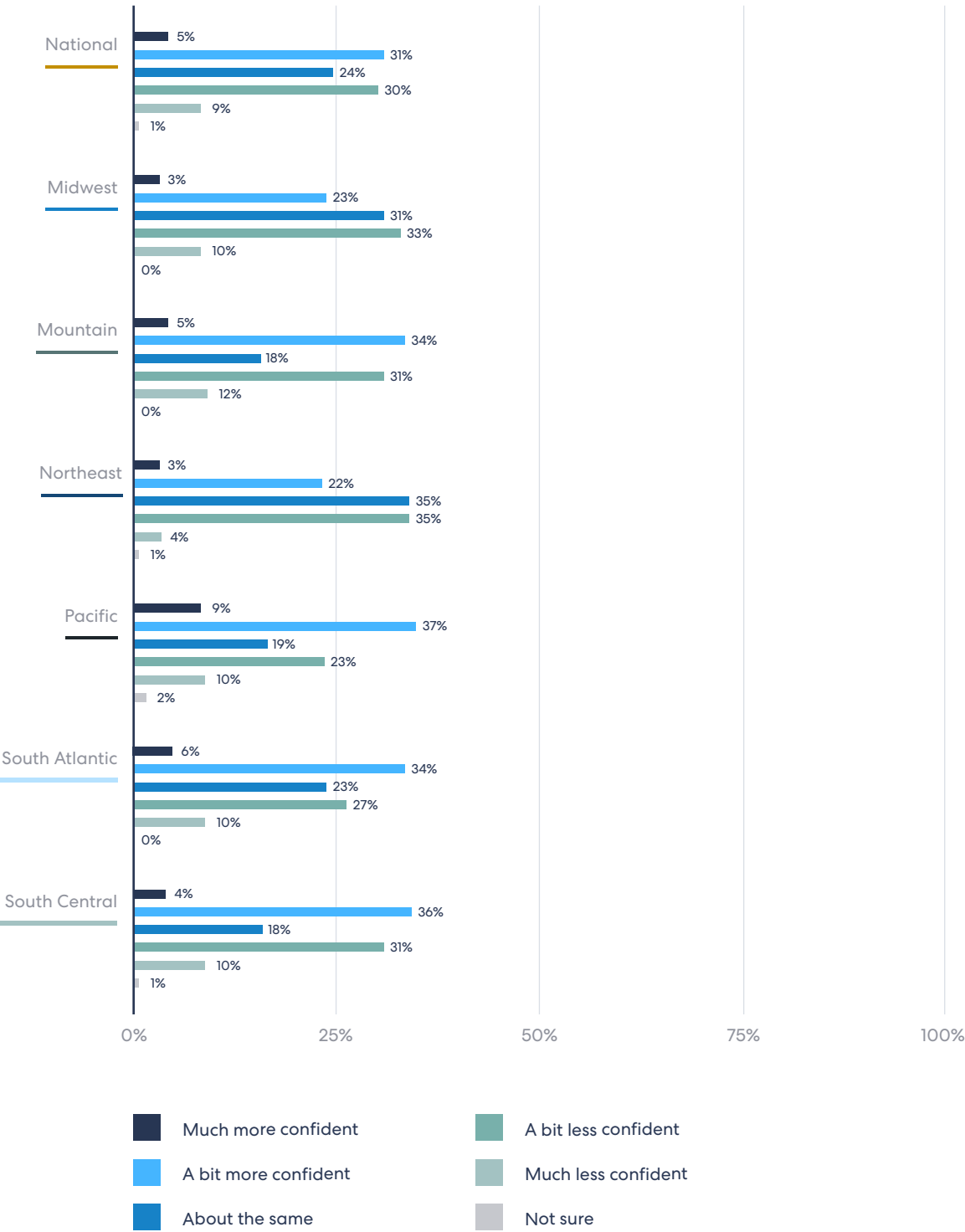
Sellers in my market who put their **plans on pause in 2022** are now:



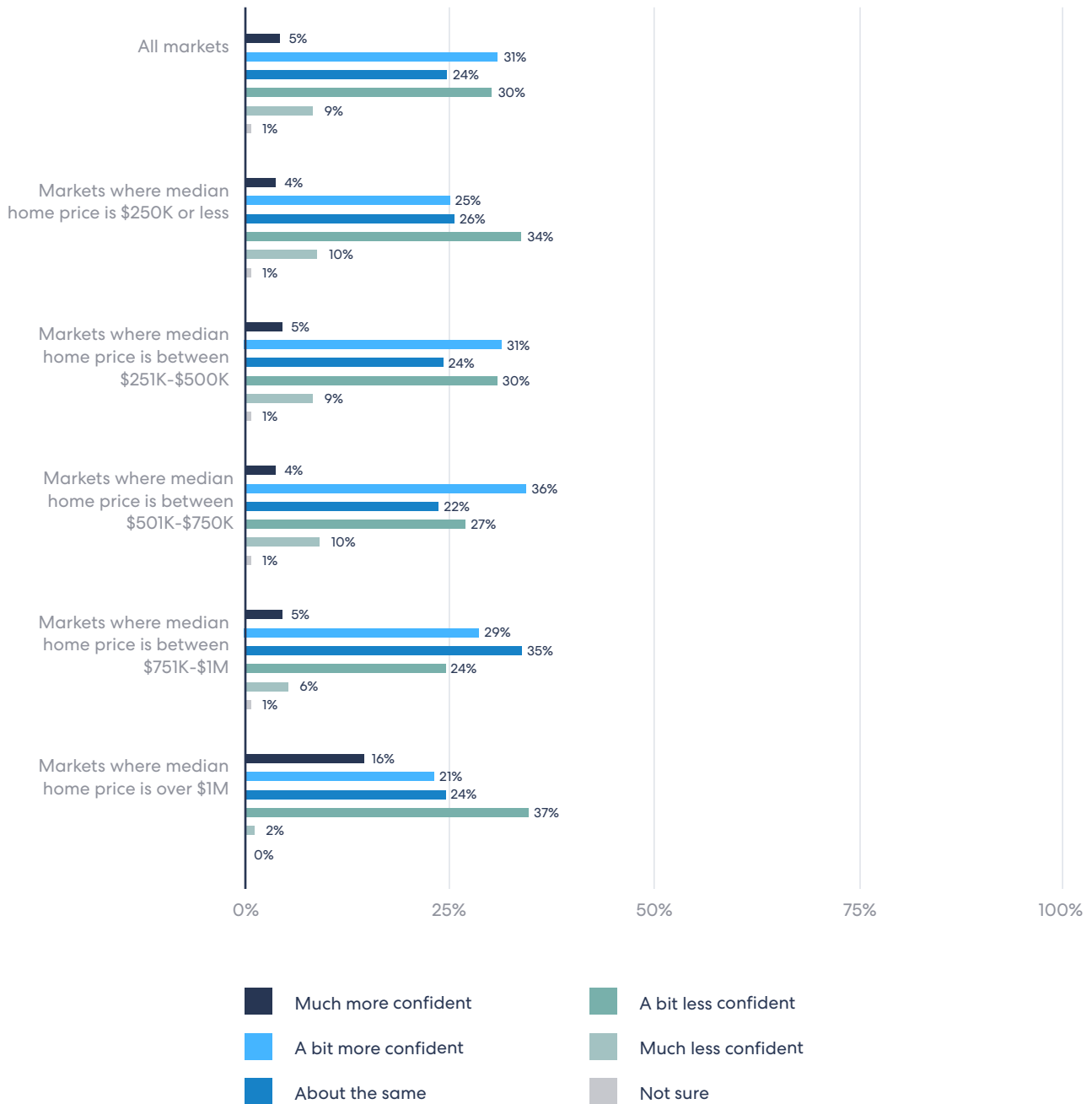
Before interest rates rose, we heard about buyers offering out-of-the-box incentives (free frozen yogurt, concert tickets) to buy a home. With the market shifting, have you seen **sellers throw in any unique incentives** (such as furniture, pool table, covering property taxes beyond time of sale)? Select any that apply.



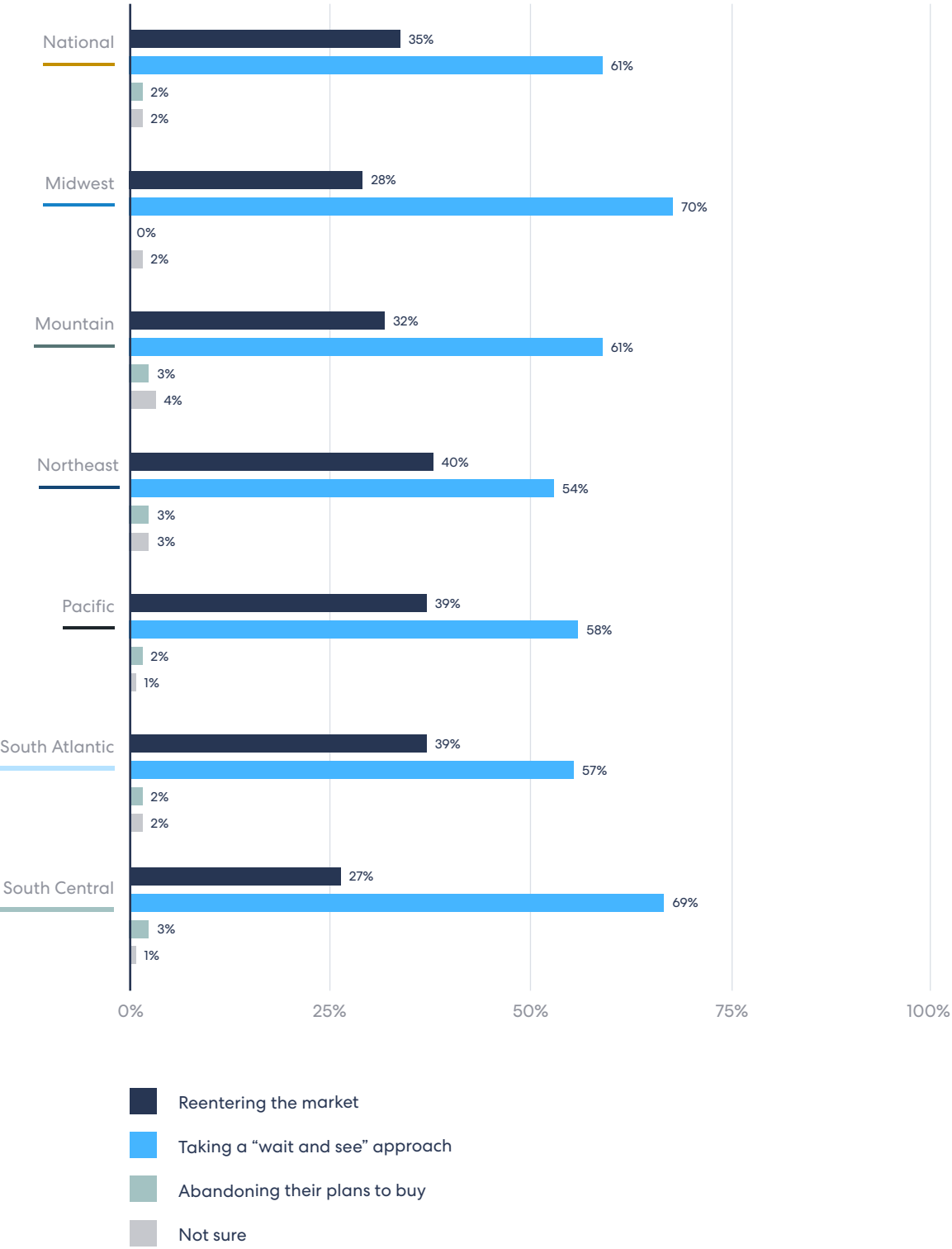
In my market, buyers are **more/less confident** today about **entering the market than in late 2022**:



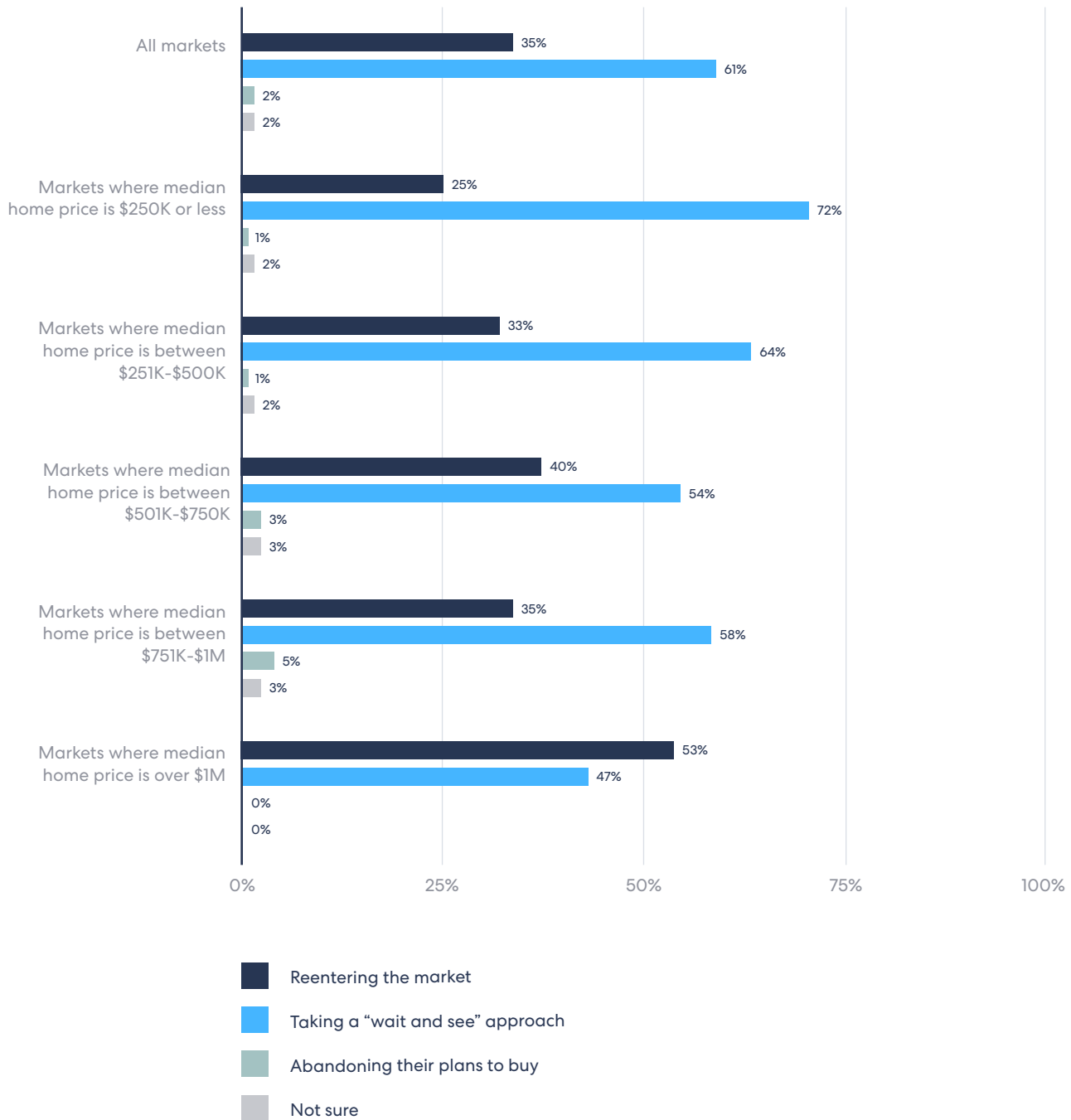
In my market, buyers are **more/less confident** today about entering the market than in **late 2022**:



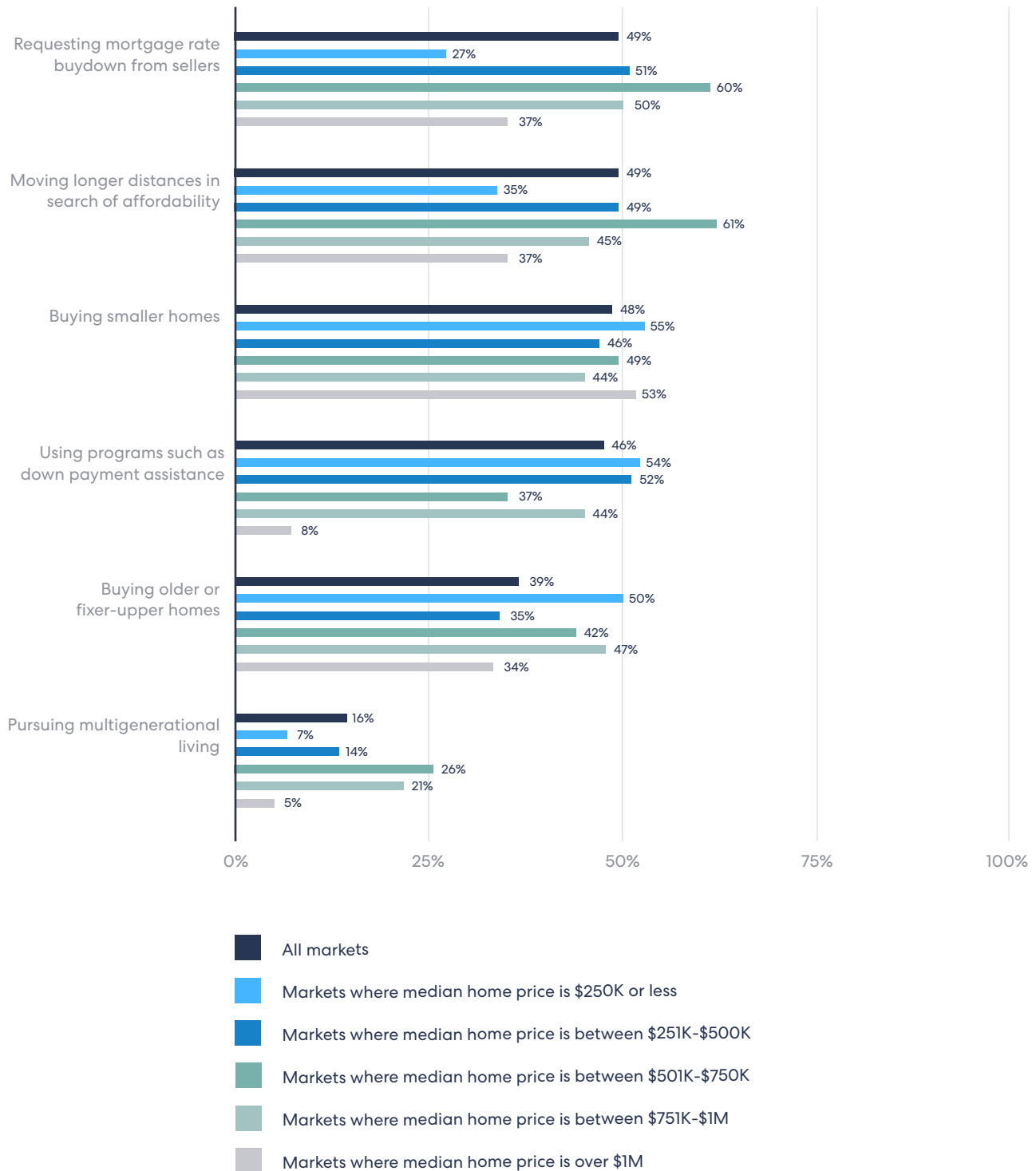
In my market, buyers who put their **plans on pause in 2022** are now:

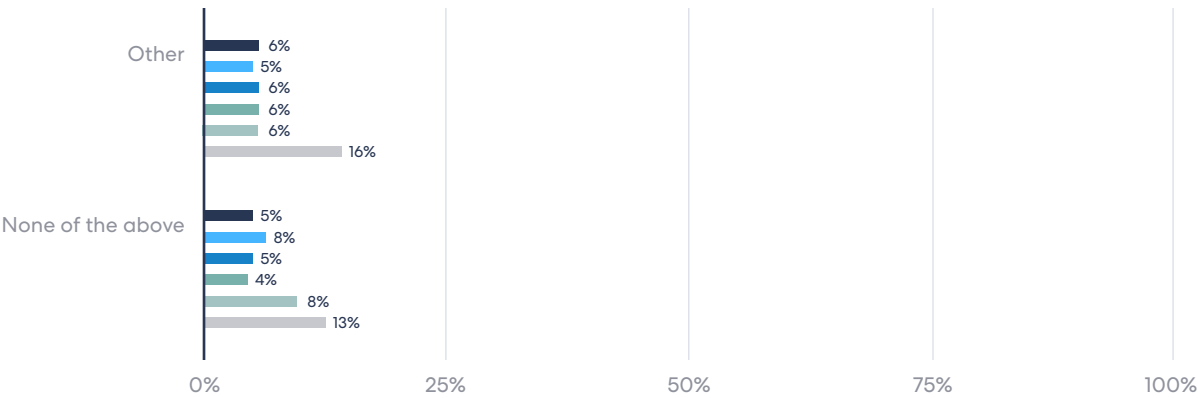


In my market, buyers who put their **plans on pause in 2022** are now:



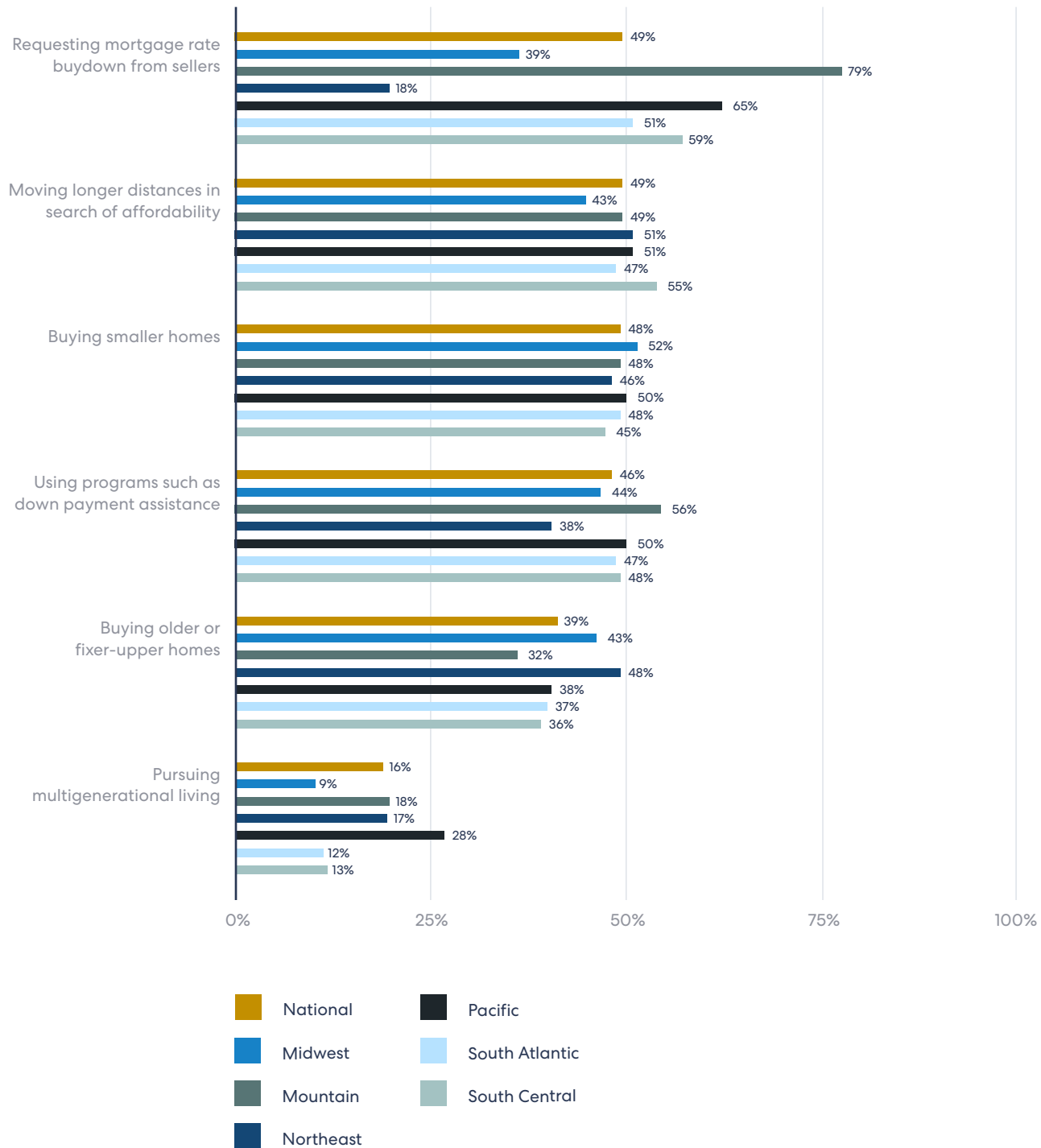
To afford a home in today's market, buyers in my area are increasingly:



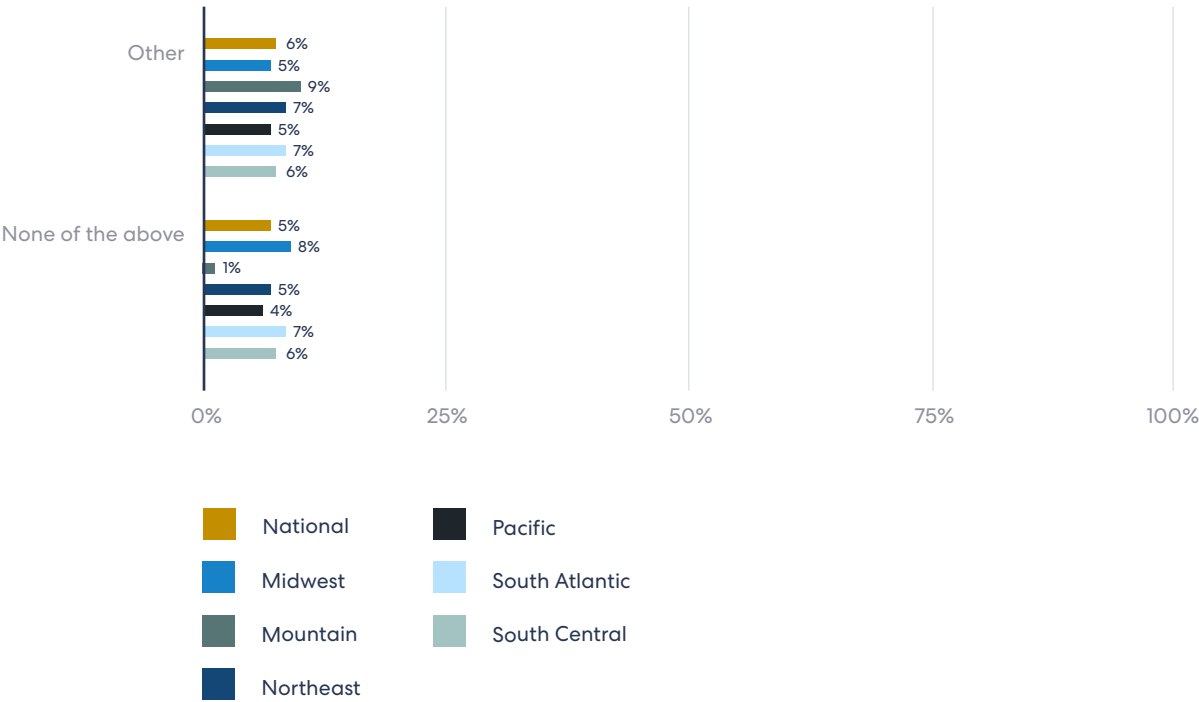


- All markets
- Markets where median home price is \$250K or less
- Markets where median home price is between \$251K-\$500K
- Markets where median home price is between \$501K-\$750K
- Markets where median home price is between \$751K-\$1M
- Markets where median home price is over \$1M

To afford a home in today's market, buyers in my area are increasingly:



To **afford a home in today's market**, buyers in my area are increasingly:



Top agents stand out in a tough market



Agents increase their marketing spend by 15% and go all-out to craft compelling offers

In a rocky housing market with challenges on both sides, buyers and sellers are leaning heavily on real estate agents for their opinion. Depending on the location, price point, and condition of the home, agents are advising sellers on how to update their properties to be more marketable (without overspending) and adding special items to offer letters for homes that remain in high demand.

Speaking to her approach in a low inventory market, survey participant [Sandra Rathe](#), a HomeLight Elite agent in Weston, Florida, shares: “We are helping our buyers get creative in their offers by asking the listing agent what might be important to the seller in their sale. If the seller needs a post occupancy, then we try to accommodate that. If the seller wants a fast closing, we try to accommodate that.”

Next, we take a closer look at the tactics being used to secure offers on homes. Our survey sheds light on how much agents are spending on marketing, why souped up listings have become the norm, and the new tools agents are implementing to increase the visibility of their listings.

Use of social media, video, and drone increases among agents, but don't discount traditional showings

In [mid-2022](#), the housing market began to shift in response to higher mortgage interest rates, but many sellers were slow to adapt. The swift change required agents to re-educate sellers on home-selling 101, including basic preparations such as decluttering, painting, and fixing up the house before listing.

“Top agents are making sure that their home sellers are aware of the current market conditions and selling trends,” explains survey participant [Amie Bozeman](#), a

top real estate agent in Cumming, Georgia. “In order for a home seller to sell quickly and for top pricing, they must prepare the home to compete with other home sellers within their market.”



Lower buyer interest also means that agents are promoting their listings more heavily. According to our survey, 81% of agents report leaning into social media as a marketing strategy. 75% of agents agree that professional photography and staging have become more important. Drone footage and listing videos have also increased in importance, according to nearly 65% of surveyed agents.

“I let sellers know that I am on their team to sell the home and that there are three items we control: price, condition, and marketing,” says survey participant [Mikki Ramey](#), a top real estate agent in Charleston, South Carolina. “Marketing is my main responsibility. Our team will list on the MLS, post on social media and YouTube, and run ads for our listings. They are always professionally photographed and have videos, and we use drone videos for properties that have special amenity features, such as acreage or waterfront properties.”

Some agents are adopting emerging tools like artificial intelligence (AI): “We have a strong pre-marketing program to create urgency around our listings when showings begin,” shares survey participant [Ron Wexler](#), a top real estate agent in Orland Park, Illinois. “We have started using a strong AI-backed lead follow-up system to keep our buyer leads engaged, and it helps us drive more traffic to our sellers’ homes.”

Although digital tools are crucial in promoting a listing — today, [95% of homebuyers](#) use online tools in the home search process, according to the National Association of Realtors — so, too, are traditional marketing methods. 74% of agents surveyed are leaning into open houses and 65% into in-person showings as strategies to attract buyers.

“Sellers need to acknowledge that the market is shifting, making sure the home is show-ready — staging, cleaning, packing, and painting — to capture buyers on the first show,” advises survey participant [Linda Gardiner](#), a top real estate agent in Bangor, Maine. “If a house is priced correctly and shows well, we are still seeing multiple offers, often over asking price.”

Per-listing marketing spend rises, but that’s just one part of the equation

Helping sellers in today’s market requires a full suite

of tactics to prepare and market homes. When asked about their marketing spend on a single listing in the first six months of 2022 versus the first six months of 2023, agents expect to increase their marketing outlays by 15%, from an average of \$870 to \$1,000.

As agents note above, it’s often the quality of the marketing that makes a difference. Dollars spent go much further if you also have high-quality photos of a well-prepped home to sell — along with an effective strategy for spending that marketing budget.

Agents should consider “polling the sold homes in their area and seeing exactly what they sold for — and what they gave as far as closing costs, price reductions, home warranty, and so on,” recommends survey participant [Keith Jones](#), a HomeLight Elite agent in Jacksonville, Florida. “We research that, match it with the seller’s goals, and create a stand-out marketing plan together.”

Agents go off-market to find homes for buyers, help to remove contingencies

In Chapter 2, we examined how buyers are adjusting their behaviors in light of the current high-interest-rate, low-inventory environment. But agents are also playing an essential role in their success.



To help clients reduce their costs, 75% of agents report educating clients on rate buydowns. 51% say they've helped buyers with creative financing solutions or other means to remove the home sale contingency (such as HomeLight's [Buy Before You Sell](#) program). 7% report facilitating rent-to-own opportunities.

In real estate, it can also be about who your agent knows. Several agents emphasized the importance of an agent's network, especially when the market is still a challenge for buyers.

"Top agents are leveraging their networks to take advantage of previous agent-to-agent relationships in order to find inventory and to help negotiate the best deals for their clients," adds survey participant [Khani Zulu](#), a top agent in Austin, Texas.

58% of agents said they're reaching out to homeowners who recently took their home off the market to help increase their buyers' options. 30% of agents report deepening their relationships with builders in the area as a way to help buyers.

"We're cold calling neighborhoods our buyers are interested in to see if we can find them a property that they can purchase off market," says [Shelby Buehler](#), a top real estate agent in Dallas.

"Agents must market to other agents and across all media channels to get maximum exposure for their sellers and have the listing stand out," adds survey participant [Jaime Blikre](#), a top agent in East Valley, Arizona.

Negotiation and local knowledge smooth out wrinkles for buyers and sellers

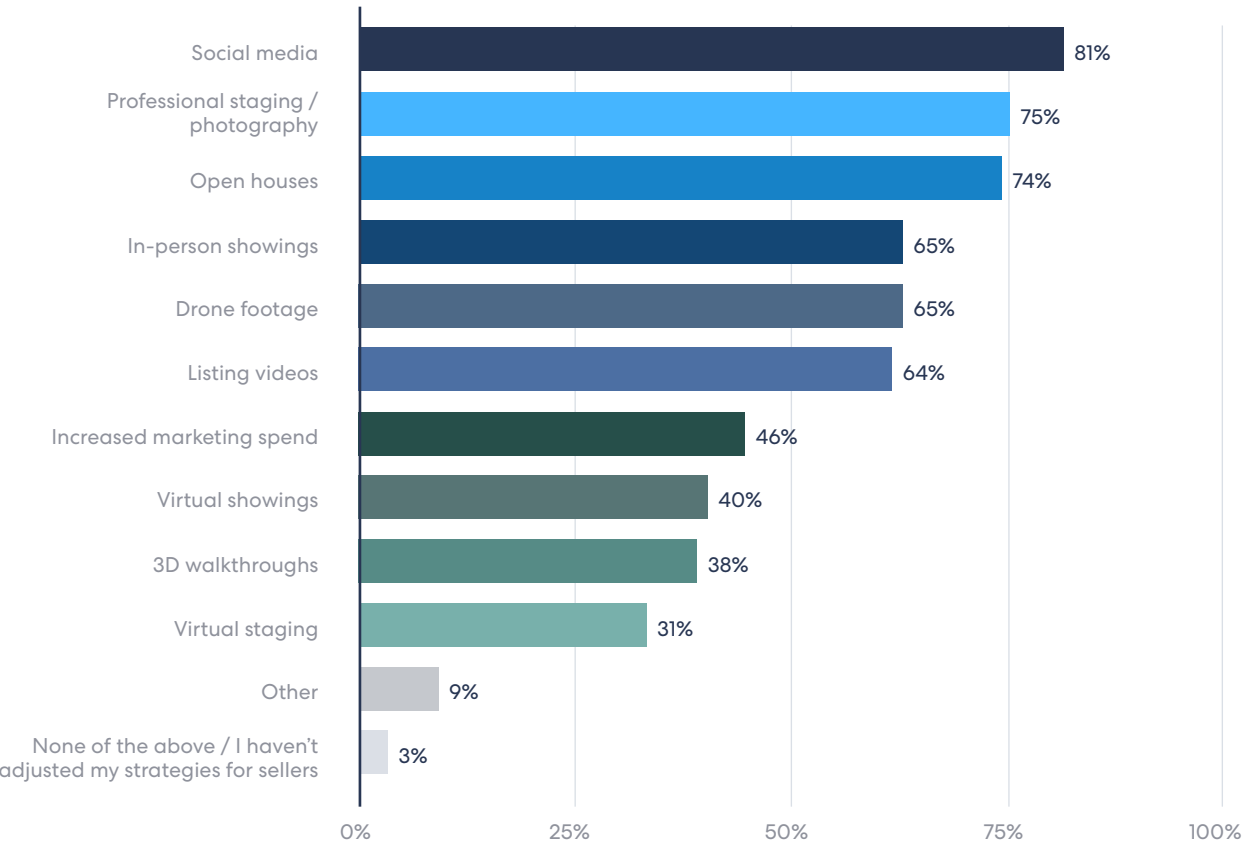
To succeed over the long run, real estate agents need the dexterity to adapt to rapidly changing market conditions. Here's what top agents say are the most important skills in the 2023 market:

- Negotiation: 85%
- Local knowledge: 84%
- Marketing: 80%
- Pricing: 72%
- Assembling compelling offers: 59%
- Leveraging professional networks: 58%
- Strong digital presence: 56%
- Staging: 40%

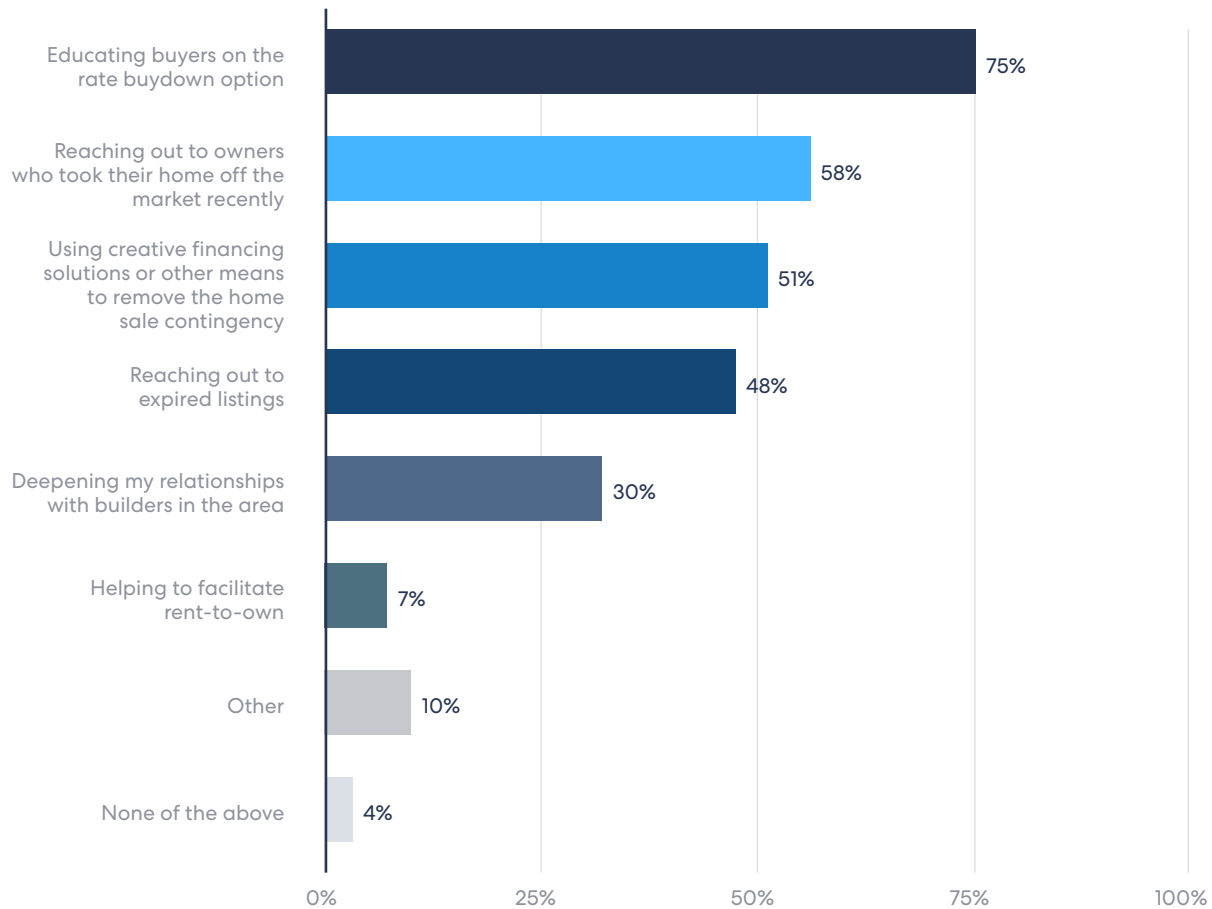
To help buyers and sellers succeed, resourceful agents will put all these skills to work in harmony. "All out servicing!" emphasizes survey participant, [Justin Tye](#), a HomeLight Elite agent in Orange and Riverside counties in California. "An A-Z approach that focuses on solution-based teams and systems to make the market changes seem easy for clients. Tailor an individual plan that has layered benefits and constant evolution, then implement so that clients can protect and gain equity, value and utility."



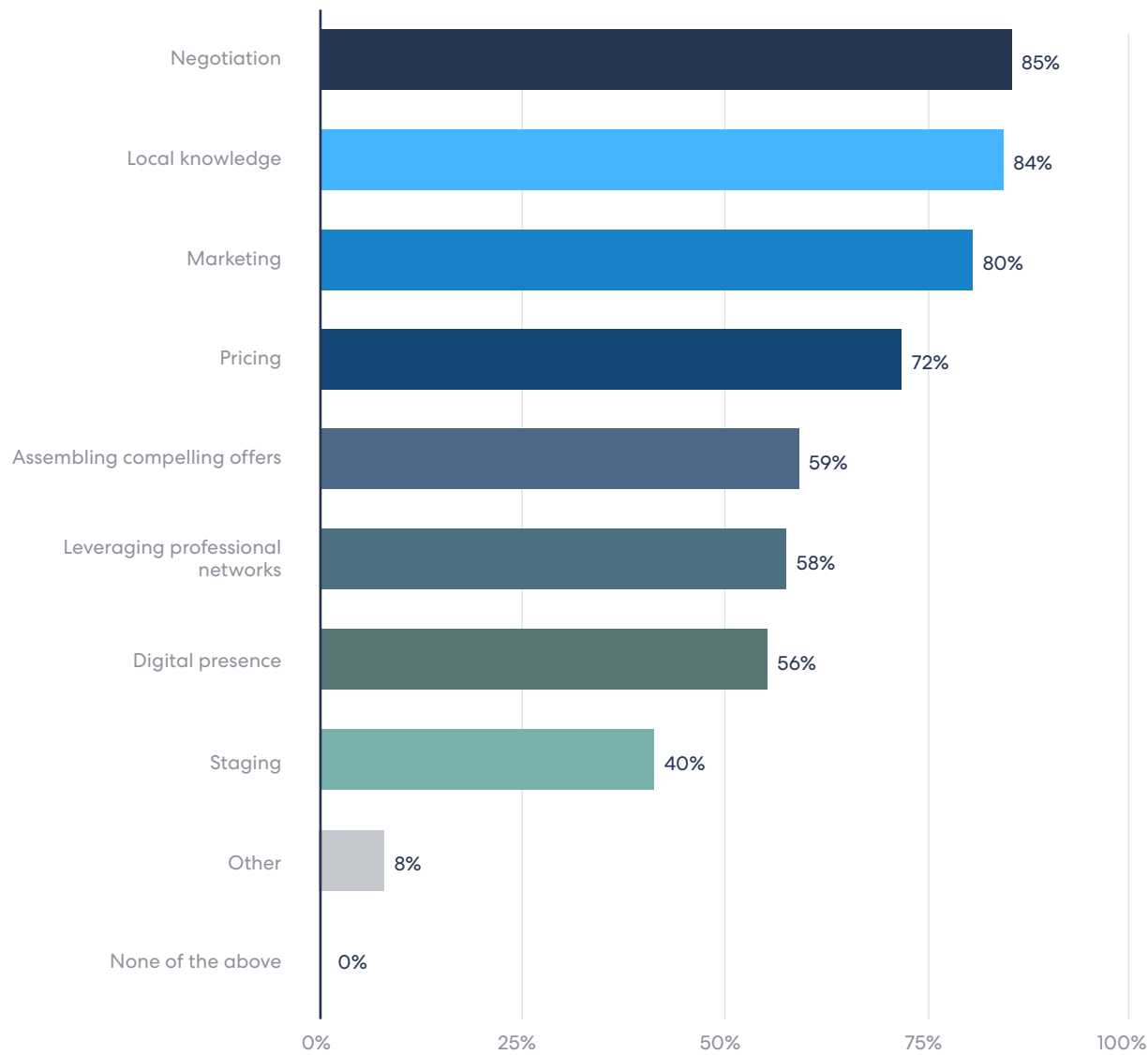
What **strategies** are you leaning into to help sellers? Check all that apply.



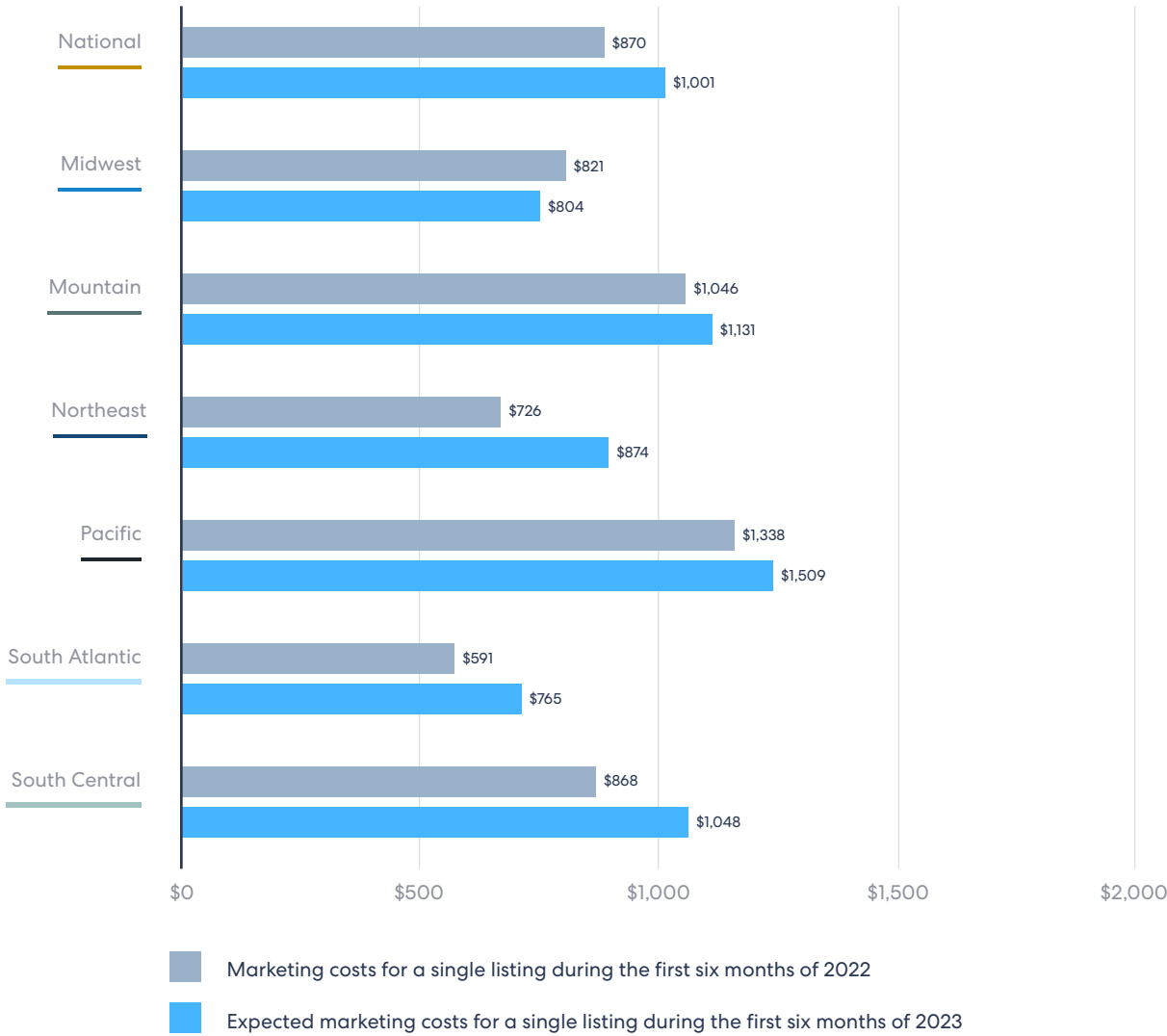
Which of the following **strategies** do you plan to use to help buyers this spring? (Select all that apply.)



In a challenging market, top agents particularly **distinguish themselves from inexperienced agents** in (select any that apply):



How much money did you spend on average to market a single listing during the first six months of 2022 (excluding brokerage resources) vs. **how much do you expect to spend during the first six months of 2023?**



In a cautious market, home prep and renovations tip the scales



Agents estimate sellers can add over \$40k in value with a mid-range kitchen remodel, bathroom updates, and fresh landscaping

Compared to peak pandemic days when people went crazy souping up their home offices and backyards in lieu of concerts and vacations, growth in home remodeling spending has recently started to cool.

However, even in uncertain economic conditions, Americans are expected to spend more on home renovations and repairs this year than they did in 2022. According to the Harvard University's Joint Center for Housing Studies, the [market size for home projects](#) is projected to reach \$485 billion in 2023, up from \$472 billion last year and \$328 billion in 2019.

In HomeLight's fourth quarter survey, [62% of agents](#) predicted that homeowners would delay selling by renovating instead — a trend that is contributing to low inventory. 24% of agents predicted that owners would build additions to their homes in order to avoid selling, even as 29% saw inflation as a cost barrier to renovation projects.

Light updates help to attract choosy buyers

As the allure of investing in and improving their homes endures for non-sellers, those looking to list their homes may also find it necessary to make light updates, particularly to the “money rooms” (kitchens and baths) and home exterior. As any agent will tell you, curb appeal is everything in real estate.

“If it's not compelling, it's not selling,” says survey participant [Marni Jimenez](#), a top real estate agent in Riverside, California speaking to the realities of today's housing market.

Buyers intent on getting a good deal for their money are giving extra scrutiny to a home's condition.

“It has been very flat and difficult,” adds survey participant [Adrianna Derrick](#), a top real estate agent in Myrtle Beach, South Carolina. “It is taking two to three offers to get closed. Buyers are walking over the littlest of things that wouldn't have mattered a year ago.”



Whether someone plans to list their home now or down the road, here's how much value these common renovations projects can add, according to our survey results:

- **Mid-range kitchen remodel:** Agents estimate that a mid-range kitchen remodel adds \$22,153 in value. According to HomeAdvisor, the [average cost of a kitchen remodel is \\$26,218](#), so homeowners can expect to recoup approximately 85% of their spend.
- **Mid-range bath remodel:** Agents estimate that a mid-range bathroom remodel adds \$11,063 in value. According to HomeAdvisor, the [average cost of a bathroom remodel is \\$11,320](#), so homeowners can expect to recoup approximately 98% of their spend.

- **Landscaping upgrade:** Agents estimate that a landscaping upgrade adds \$7,312 in value. According to HomeAdvisor, the [average cost of a landscaping upgrade is \\$3,455](#), so homeowners can expect to yield a 112% ROI on this project.

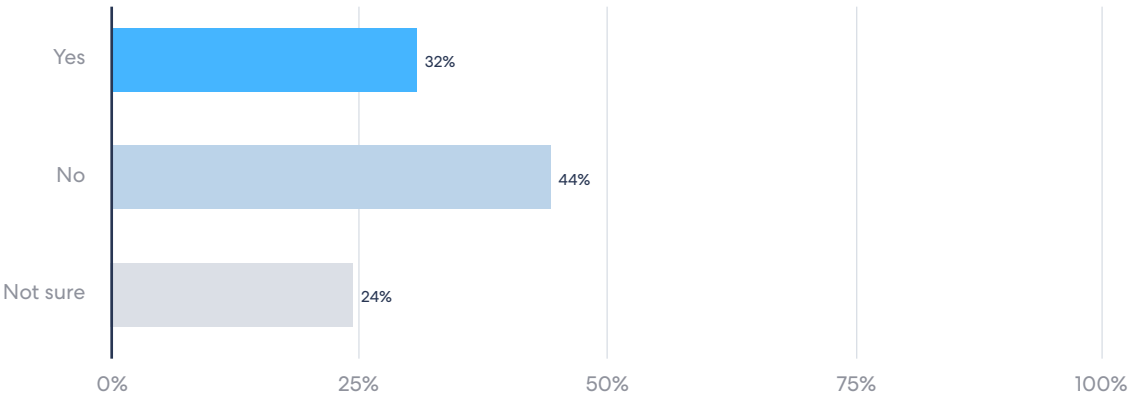
The costs recouped on these common home remodeling projects can vary widely depending on the location of the property, amount spent, and selections made on materials and design. Agents also caution homeowners against going overboard and spending too much. While most agents are seeing people in their area make smart remodeling decisions, 16% say homeowners in their market are over-renovating, which can negatively impact their home value.

Older homes and fixer-uppers remain popular (if well-prepared)

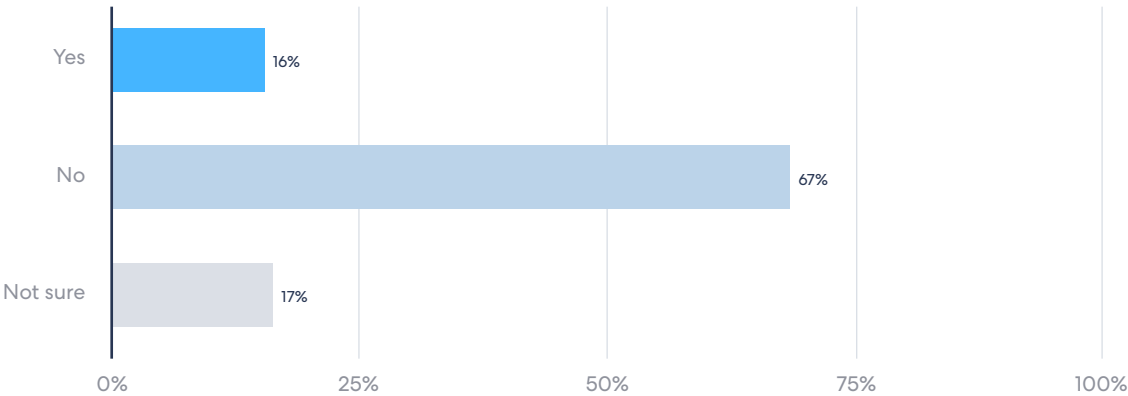
39% of agents say that to afford a house, buyers are increasingly turning to older or fixer-upper homes in their home search. However, giving these properties some TLC in advance of listing (while being transparent about their issues and how it's reflected in the pricing) can help make buyers feel secure in making an offer.

“We are getting all inspections done prior to listing — getting anything major addressed, cleaned up, or replacing worn flooring and paint — basically getting the home in the best condition possible and disclosing everything possible up front,” shares survey participant [Carla Ferrante](#), a top real estate agent in Placerville, California. “Buyers need to feel confident that they are getting a good home and know what to offer before finding out about any repairs or major fixes.”

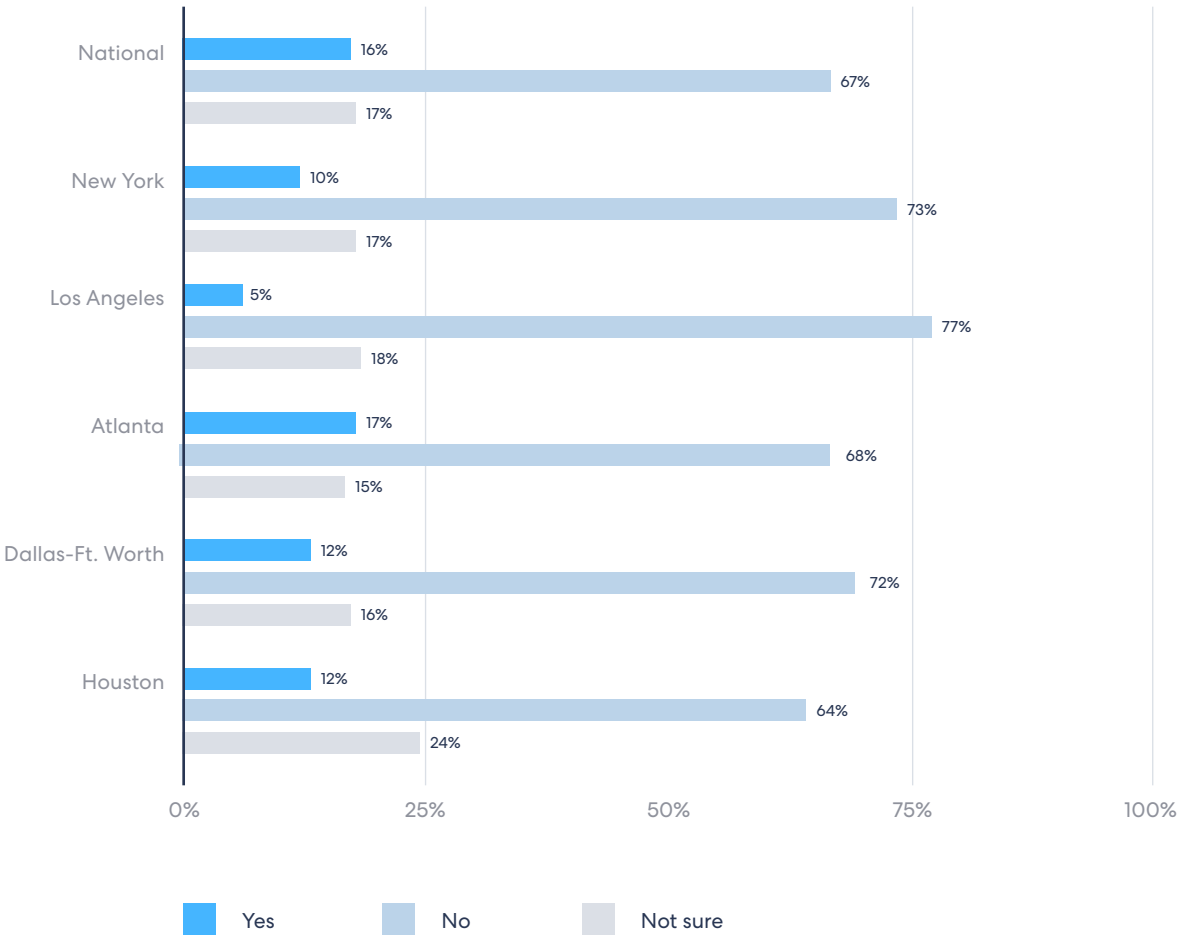
Are you seeing a sharp increase in **renovations** from people who want to avoid selling?



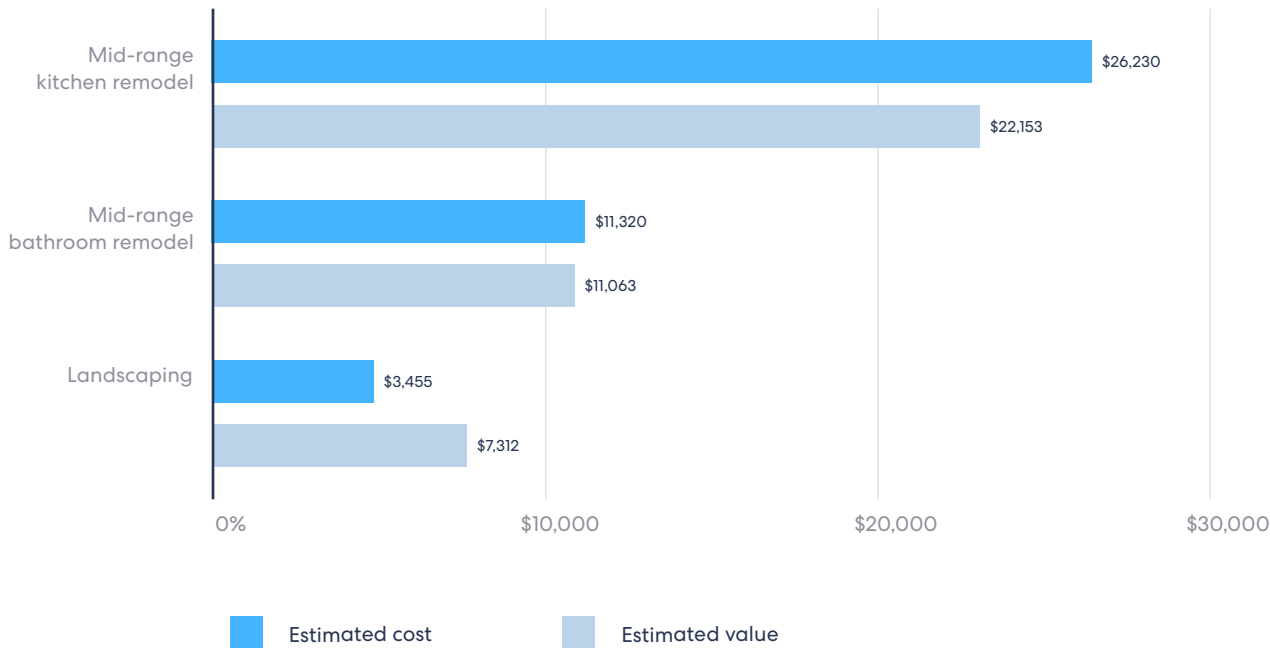
Are you seeing homeowners **unintentionally 'over-renovate'** their properties for the area to avoid selling?



Are you seeing homeowners **unintentionally 'over-renovate'** their properties for the area to avoid selling?

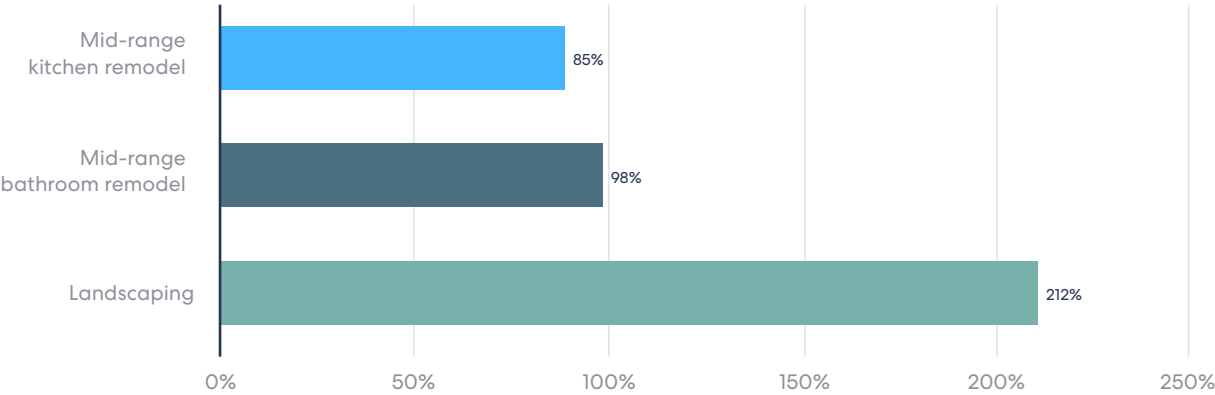


Estimated **cost** vs. estimated **value** of **home renovation** projects

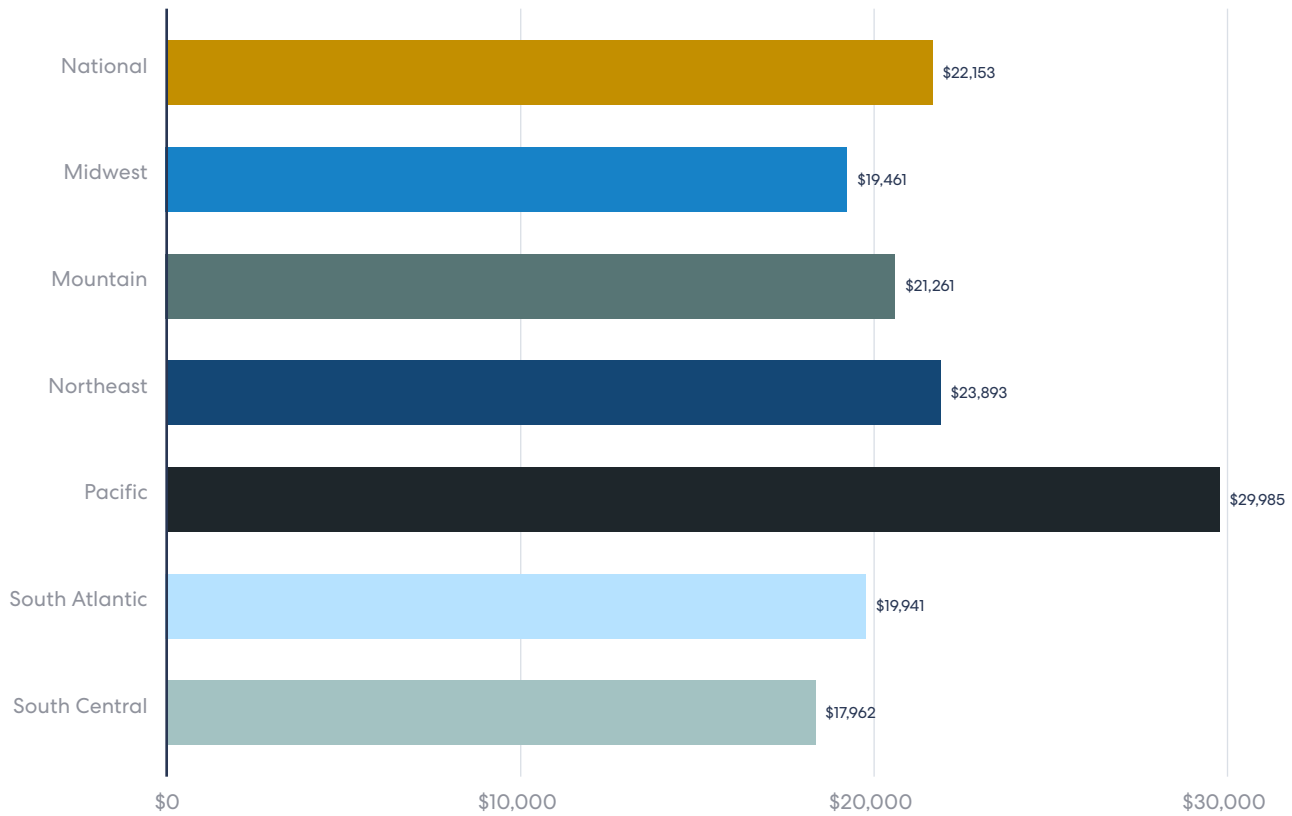


*Cost data is from HomeAdvisor

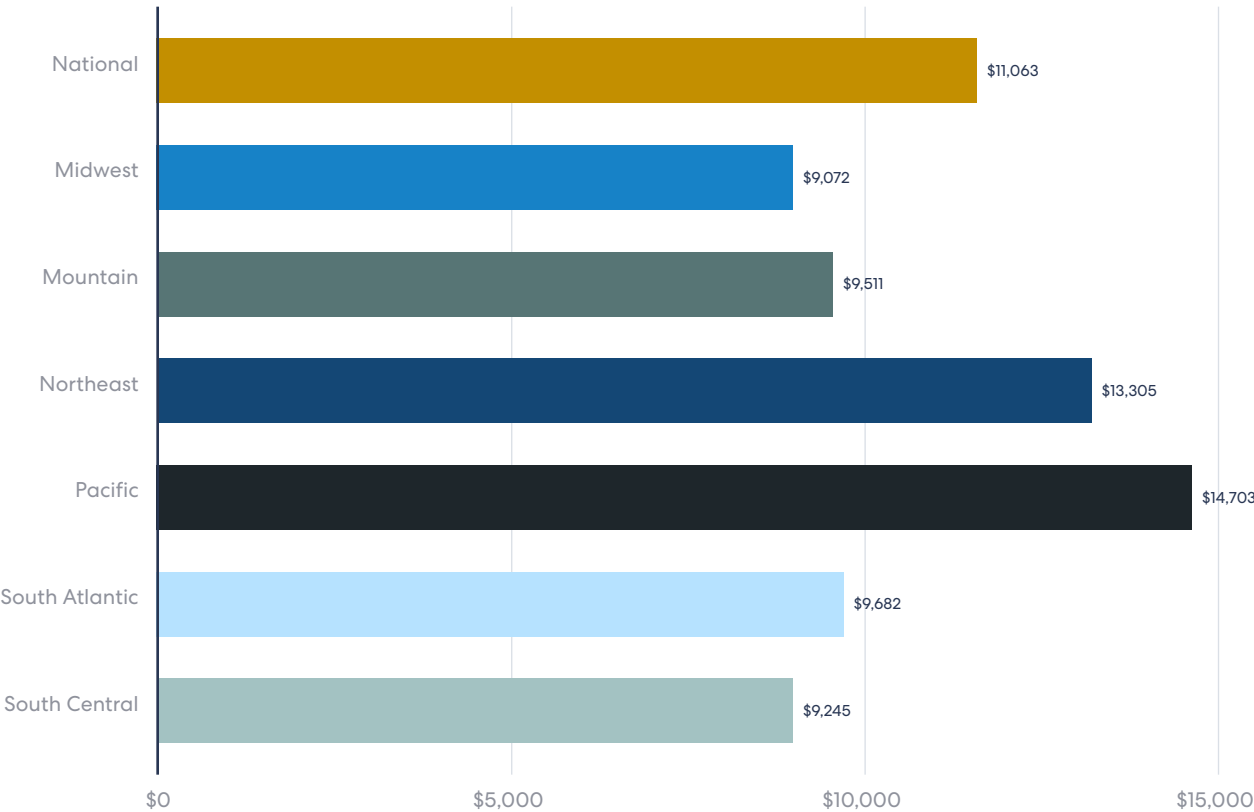
% of costs recouped for home renovation projects



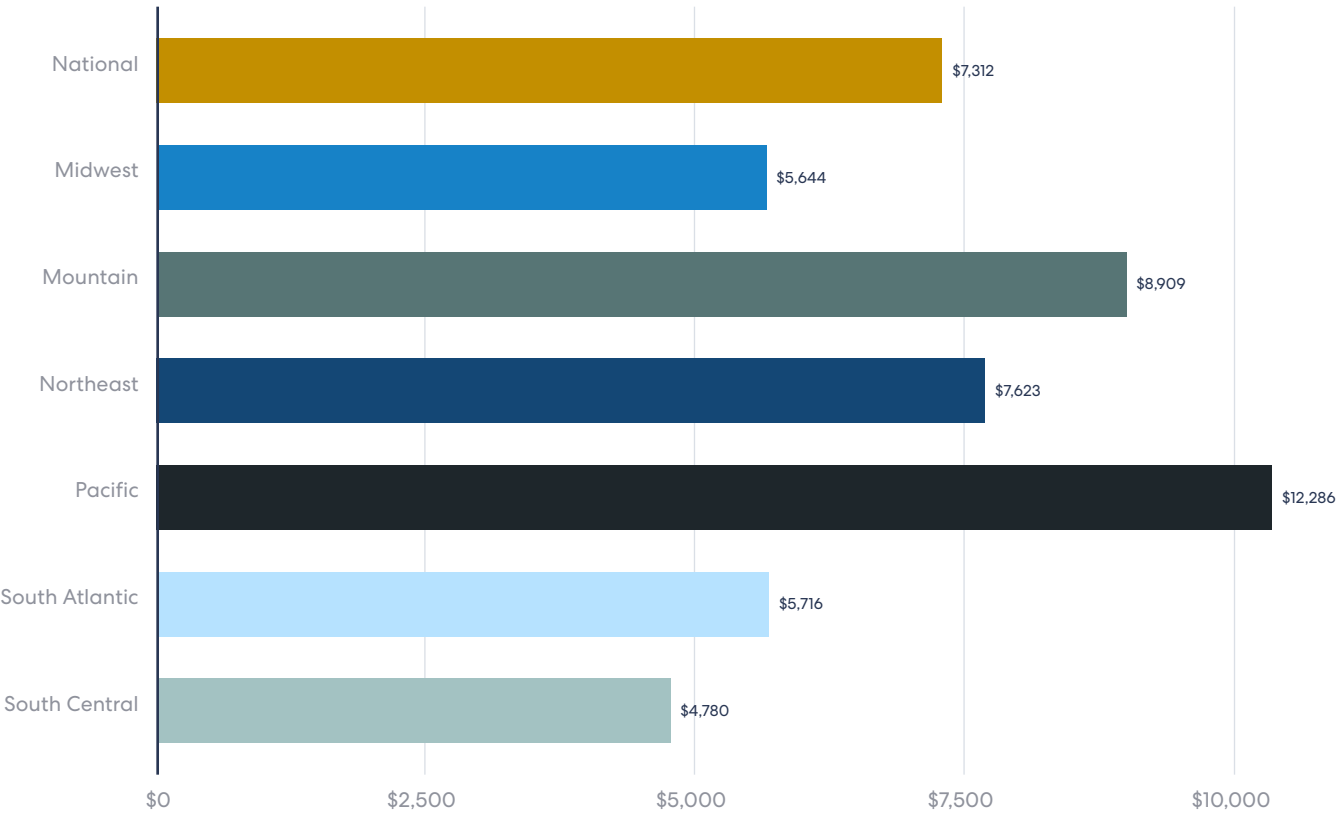
How much **value** does a **mid-range kitchen remodel** add to a house in your market on average?



How much **value** does a **mid-range bathroom remodel** add to a house in your market on average?



How much **value** does **new landscaping add** to a house in your market on average?



A Special Thanks to HomeLight Elite Agents Who Participated In Our Survey

Here, in alphabetical order by first name, we recognize HomeLight Elite agents who took the time to participate and share their expertise for this survey. Members of HomeLight Elite represent the top 1% of agents nationwide and receive access to HomeLight's game-changing financial products including [Buy Before You Sell](#) and [Cash Offer](#), among other benefits. We'd like to give the following Elite agents a special thanks for their help:



Allison Hunter

Premier Sotheby's International Realty (Orlando, FL)

- 25 Years of Experience
- 267 Transactions
- 212 Single-family homes sold



Angela Fox

Madison & Company Properties (Denver)

- 18 Years of Experience
- Works with over 67% more single-family homes than the average area agent
- Sells 94 more condos than the average area agent



Ben Strock

eXp Realty of California, Inc. (Santa Cruz, CA)

- 22 Years of Experience
- 1,124 Transactions
- Works with over 70 more townhomes than the average area agent



Gabby Taylor

RE/MAX Advantage (Redlands, CA)

- 20 Years of Experience
- Works with over 68% more single-family homes than the average area agent
- 402 Transactions



Glen Henderson

Premier Homes, a division of Big Block Realty, Inc. (San Diego)

- 20 Years of Experience
- 1,976 Transactions
- Sells 613 more condos than the average area agent

**Jennifer and Andrew Oldham**

Compass (San Francisco Bay Area)

- 22 Years of Experience
- Works with over 70% more single-family homes than the average area agent
- Sells 85 more condos than the average area agent

**Joe Doherty**

Berkshire Hathaway HomeServices Results Realty (Orlando, FL)

- 30 Years of Experience
- Works with over 69% more single-family homes than the average area agent
- Sells homes more than 50% quicker than the average area agent

**Justin Tye**

Active Realty (Orange and Riverside Counties, CA)

- 21 Years of Experience
- 4,587 Transactions
- Sells 780 more condos than the average area agent

**Keith Jones**

Public Services Realty (Jacksonville, FL)

- 8 Years of Experience
- 192 Transactions
- 173 Single-family homes sold

**Lana Erickson**

eXp Realty, LLC (Chicagoland)

- 21 Years of Experience
- 83 Transactions
- 63 Single-family homes sold

**Lisa Wolf**

Keller Williams North Shore West (Naperville and Gurnee, IL)

- 15 Years of Experience
- 1,929 Transactions
- Works with over 66% more single-family homes than the average area agent

**Robert Hryniewicz**

RE/MAX Masters Millennium (Denver)

- 19 Years of Experience
- Works with over 82% more single-family homes than the average area agent
- Sells 87 more condos than the average area agent



Sandra Rathe

Keller Williams Legacy (Weston, FL)

- 14 Years of Experience
- 2,438 Transactions
- Works with over 71% more single-family homes than the average area agent



Shawn Maxey

Keller Williams (Tacoma, WA)

- 21 Years of Experience
- 1,942 Transactions
- Works with over 67% more single-family homes than the average area agent



Valerie Caro

Flagstaff Top Producers Real Estate (Flagstaff, AZ)

- 37 Years of Experience
- Works with over 84% more single-family homes than the average area agent
- Sells 31 more condos than the average area agent

A Special Thanks to HomeLight Elite Agents Who Participated In Our Survey

Listed below, in alphabetical order, are the top real estate agents who participated in our survey and voluntarily offered to share their name to be included in the report. All of the real estate agents in our survey were identified by HomeLight as top performers in their market based on the same performance data HomeLight uses to identify top real estate agents for over a million homebuyers and sellers nationwide.

Agents listed below with a badge next to their name have been identified as performance superstars by an additional layer of metrics including transaction close rate, time to contract, and ratings from past clients. Participants who are not mentioned by name here chose to remain anonymous or didn't provide enough identifying information in our survey to be listed.

Name	Primary market	Name	Primary market
Aaron Brunette	Eau Claire, WI	Amy Delducco	Sandpoint, ID
Aaron Peterson	Durango, CO	Amy Elliot Fielding	Fredericksburg, VA
Aaron Roberts	Los Angeles	Amy Nelson	Eugene, OR
Abe Novy	San Antonio	Andréa Elliott	New Braunfels, TX
Adam Hamdan	Brooklyn and Staten Island, NY	Andrea Swetland 	San Francisco
Adam Letterman	Springfield, MO	Andres Lozano	Chicago
Adel Hazim	Katy, TX	Andrew Alpern	Syracuse, NY
Adria Chamberlain	Victor Valley, CA	Andrew Urban	Benicia, CA
Adrianna Derrick	Myrtle Beach, SC	Angela Beard	Reno, NV
Agnes Seminara Holzberg	Scarsdale, NY	Angela Cvengros	Marion, IL
Ahmad Fawad	Livermore, CA	Anja Drewes Neidhardt	Sugarland, TX
AJ Chopra	Irvine, CA	Ann Adams	Chandler, AZ
Al DiRusso	Charlotte, NC	Ann McKinney	San Jose, CA
Alan Anderson	Fort Lauderdale, FL	Anna Howie	Monrovia, CA
Albert Soto 	Fullerton, CA	Anna Terry	Durham, NC
Albert Taye	Brooklyn, NY	Anne Bezio	Corning, NY
Alessandra Alvarez	Providence, RI	Anne Marie Ohly	Breckenridge, CO
Alex Belcher	Fredericksburg, VA	Annetta LaPointe	Orlando, FL
Alex Vastardis	Southwest Orlando, FL	Annette Shelton	Chicago
Alfredo Sabal	Houston and Katy, TX	Anny Ortiz	Plano, TX
Alicia Tankersley	Marietta, GA	Anthony Blair	Red Oak, TX
Alison Zimmerlin	Overland Park, KS	Antoinette Jenkins	Nashville, TN
Alvaro Munoz Campa	Yuma, AZ	April Hughes Kaufman	Huntington, NY
Alzira Farinhas	Old Bridge, NJ	April McNicholas	Placerville, CA
Amanda Cooper	Parkersburg, WV	April Neuhaus	Loveland, CO
Ambreen Faruqi	Queens and Nassau, NY	Araceli Sotello	Palmdale, CA
Amelia Cooper	Dallas	Ariel Pena	New York City
Amie Bozeman	Cumming, GA	Arthur Chapman	Newport, RI
Amy Darcy	Longmont, CO	Arthur Nora	Rialto, CA

Arvelyn Lewis	Atlanta	Carl Cooper	Tarrant County, TX
Ashley Fitzsimmons	Greensboro, NC	Carla Ferrante	Placerville, CA
Ashley Luther	Nashville, TN	Carla Wade	Houston
Ashley Norris	Birmingham, AL	Carlos Olimon	Conroe and Spring, TX
Aubrey Roberts	Oklahoma City	Caroline Fuller	Sonoma County, CA
Barbara Korabel	New Paltz, NY	Catherine Proben	Waynesville, NC
Barbara Kuzma	Cheyenne, WY	Cathi Neville	Augusta, GA
Barbara Martin	Dallas-Fort Worth Metro Area	Cathy Thornton	Montgomery, AL
Barbara Stewart	Olive Branch, MS	Cathy Trevino	Houston
Beatriz Dickens	Mission, TX	Chad Engelke	Northwest Mississippi
Becky Moran	Williamsport, PA	Chad Luscomb	Mankato, MN
Becky Perry	Albuquerque, NM	Chad Wilson	St. Louis
Becky Petree	Hickory, NC	Chandra Martinez	North Denver Metro Area
Ben Geanetta	Sandpoint, ID	Char Nikolai	Kenosha, WI
Beth Lovell 🏠	Houston	Charla Gonzales	Los Angeles
Beth Powell	Roanoke, VA	Charlene Jones	Moneta, VA
Beth Sitzer	Great Neck, NY	Charles and Amy Chang	Flushing, NY
Beth Steinke	Mansfield, TX	Charles Flynn	Rochester, NY
Bethany Laub 🏠	Montgomery, TX	Charles Irwin	South Miami
Bev Langley	Severna Park, MD	Charles Nedder	Fairfield County, CT
Beverly Comeau	Sandwich, MA	Charlie Wu	Princeton, NJ
Bill Chavis	Port Jefferson, NY	Charlotte Keim	Marietta, OH
Bill Mitchell	Indianapolis	Chase Michels	Downers Grove, IL
Blake Rickels	Knoxville, TN	Chen Mishael	Manhattan, NY
Bob Ashworth	Cape Coral, FL	Cheryl Erb	Elkhart and Goshen, IN
Bob Letellier	Biddeford, ME	Cheryl L. Washington	Princeton, NJ
Bobby Patterson	Lawrenceburg, TN	Cheryl Rohlfss	Mesquite, NV
Bonnie Fleishman	Pasadena, MD	Chris Gubb	Bergen County, NJ
Brad Spry	Amherst, MA	Chris Gurnee	Shoreline, WA
Brandie Kittle	Kalispell, MT	Chris Hallman	Houston
Breeyan Edwards	Estes Park, CO	Christina Barone	Tampa, FL
Brenda Burk	Coeur d'Alene, ID	Christina Loucks	Hillsboro, OR
Brenda Love	Vicksburg, MS	Christine Moody	Braselton, GA
Brenda Young	Appleton, WI	Christine Radford	St. Marys, GA
Brent Lambert	Schertz, TX	Christine Sanna	Rochester, NY
Brian Brak	Chicago	Christopher Baker	Poughkeepsie, NY
Brian Hosey	Charlotte, NC	Christopher Ricci	Buffalo, NY
Brian K. Noland	Waynesville , NC	Christopher Terry	Fall River, MA
Brian Shuey	Richardson, TX	Cindy Frisch	Phoenix East Valley, AZ
Brigitte Perry	Charlotte, NC	Cindy Neiman	Copperopolis, CA
Bryan Arnold	Indianapolis	Cindy Sabaski	Nashville, TN
Bryan Manke	Huntley, IL	Cindy Welu	Minneapolis
Butch McCarty	Bossier City, LA	Claire Paris 🏠	Portland, OR
Byron Ford	New Bedford, MA	Clarence Heathcote	Philadelphia
C. Joy Boykin	Goodlettsville, TN	Claudia Attard-Keary	Olean, NY
Cam Buening	Indianapolis	Clifford Lynch	Sacramento, CA
Candace Pellinen	Denver	Clint Eckert	Phillipsburg, NJ
Cari Baxter	Billings, MT	Colia Howell	Stockton, CA

Colleen Yaklich	Salinas, CA	Deborah Hall	Tracy, CA
Connie Cooper	Hollywood, FL	Deborah Sinensky	Long Island, NY
Corey Harris	Wilmington, DE	Debra Frangipane	Cherry Hill, NJ
Corey Robinson	Marin County, CA	Delius Bune	Dana Point, CA
Corinne Borio	Syracuse, NY	Denise Chandler	Rappahannock County, VA
Cory Ryan	Inland Empire, CA	Denise Madan 🏠	Miami
Courtney Van Cott	Calabasas, CA	Denise Sherman-Pula	Jersey Shore, NJ
Crystal Hallack	Hart, MI	Derrick Roser	Eugene, OR
Curt Anderson	Flower Mound, TX	Desiree Barton	Rio Rancho, NM
Cyndie Gawain	Dallas	Diane Pogatchnik	Central to Northern Minnesota (Brainerd Lakes Area)
Cynthia Butler	Winchester, VA	Diane Richmond	Kenosha, WI
Cynthia Moler Sullivan	Hagerstown, MD	Dianne Bergstresser	Spokane, WA
Daba Briggs	Jersey City, NJ	DJ Pomposini	Charlotte, NC
Dale King	Salisbury, MD	Dominic Picione	Cleveland
Damian Gerard	St. Louis	Donald Oliveira	Turlock, CA
Damiana Mendes Ponce	Parkland, FL	Donna C. Kelly	Albany, NY
Dan Logan	Wilmington, DE	Donna Carey	Syracuse, NY
Dan Quattrocchi	Cocoa and Merritt Island, FL	Donna Head	Lagrange, GA
Dan Smith 🏠	Orange County, CA	Donna Kelly	Tyler, TX
Dana Browning	Boise, ID	Donna Kiger	Winston-Salem, NC
Dana Dillinger	Manchester, TN	Donna M. Rose	Daytona Beach, FL
Dana Elliott	Atlanta	Donna O'Neill	Grosse Pointe, MI
Dani Miner	Bryson City, NC	Dorine Wollangk	Fort Lauderdale, FL
Daniel J. Bollman	Canadian Lakes, MI	Drew Coleman	Portland, OR
Daniel Letellier	York County, ME	Drew Little	Virginia Beach and Chesapeake, VA
Daniel Spranger	Rockford, IL	Dustin Owens	Winston-Salem, NC
Danielle Witte	Denver	Dustin Vance	Quincy, IL
Danny Babel	Franklin, TN	Dwayne Walker	Atlanta
Dany Blanco	Sacramento, CA	Dwight Atkinson	New River Valley, VA
Darin Wilson	Florence, AZ	Dylan Knecht	Columbus, OH
Darryl Jones	Brea and Yorba Linda, CA	Dyron Taylor	Austin, TX
Daryl Hanna	Las Vegas	Earl Walker	Highlands, NC
Dave Carlson	Petoskey, MI	Ebonie Bennett	Goodyear, AZ
Dave Matthews	Boston	Eden Jordan	Jacksonville, FL
Dave Snyder	La Crosse, WI	Edward Jablonski	Ridgewood, NJ
David Arnoldink	Holland, MI	Edwin Alvarado	Fairfield and Napa, CA
David E. Landau	Newtown, CT	Elisa Bruno-Midili	Mount Kisco, NY
David Ernst	New Orleans	Elizabeth (Beth) Van der Veer	South Coast, MA
David Gentry	Dallas-Fort Worth Metro Area	Elizabeth Ritchie	Westchester County, NY
David Paul Ryder	Tarpon Springs, FL	Ellen Williams 🏠	Plainfield, IL
David Vina	Miami	Emmanuel Williams	Western New York
Dawn Johnson	Gainesville, FL	Eric Dominowski	Killeen, TX
DeAnn Fry	Maricopa County, AZ	Eric Flores	Riverside, CA
Deanna Hallman	Jasper, AL	Eric Seagle	Columbus, OH
Deanne Kouba Day	Denver	Erica Deuschle	Philadelphia suburbs
Debbie Strawhand	Melbourne, FL	Erica Ramus	Reading, PA
Deborah A. Sanders	Effingham, IL	Erin Tamkus	Plantation, FL
Deborah Glatz	Yorktown, NY	Esther Phillips	Greenville, SC

F. Ben Gilbert	Medina, OH	Helen Hunt	Warner Robins, GA
Frances Anderson	Memphis, TN	Holly Kennedy	St. Louis
Frances Rosado	Clifton, NJ	Holly Matson	Montezuma County, CO
Frank Leonardi	Detroit Metro Area	Holly Ritchie	Canfield, OH
Franshelly Calero 🏠	Orlando, FL	Howard Jefferson	Columbus, GA
Frederic Dinca	Bossier City, LA	Howard Leitner	Florida Keys
Frederick Calloway	Woodland Hills, CA	Ileana Rodriguez	Miami
Fredrick Cunningham	Memphis, TN	Indalecio Del Real	Modesto, CA
Fredy Rodriguez	Desert Hot Springs and Indio, CA	India Visser	Greater Springfield, MO
Gary Brockhoff	Atlanta	Irene Mwathi	Austin, TX
Gary Depa	St. Joseph, MI	Isabel Rodriguez	San Antonio
Gary Pish	Pittsburgh	Isadora Sarto	Longmeadow, MA
Gary Wantland	Bowling Green, KY	Ivica Otis Lazich	Brookfield, IL
Gay Smith	Sidney, OH	Jack Dagher	Los Angeles County
Gayle Sprague	Arcade, NY	Jackie Mack 🏠	Evanston, IL
Geneen Donk	Queen Creek, AZ	Jackie Sawyer	Auburn, ME
George Berick	Youngstown, OH	Jacoby Jackson	Dallas
George M. Ristau Jr. 🏠	Northwest Chicago	Jacquelyn Butler	Dallas
George Williams	Menifee, CA	Jaime Blikre 🏠	East Valley, AZ
Geraldine Andolina	Grand Island, NY	Jake McEntire	Ogden, UT
Gilbert Jenkins	Ahoskie, NC	Jake Rivard	Chisago Lakes, MN
Gina Candelario 🏠	San Antonio	James Choi	Chino Hills, CA
Gina Haines	Statesboro, GA	James H. Warren	Syracuse, NY
Gina M. Giampietro	Pittsburgh	James Mulvey	Greenburgh, NY
Gina Rawson	Temecula, CA	James Roehrenbeck	Columbus, OH
Ginger Trimble Knox	Fort Worth, TX	James Sawyer	Conroe, TX
Gladys Blum	Salem, OR	James Shive	Rio Rancho, NM
Graham Northcott	Puyallup, WA	James Silver	Detroit
Greg Harrelson	Myrtle Beach, SC	James Stachelek	Souderton, PA
Greg Hunter	Seattle	Jami Rankin	Bethesda, MD
Greg Million	Grass Lake and Chelsea, MI	Jamie Collins	Denver
Gregg Castrichini	Rochester, NY	Jane Walters	Norwalk, CT
Gregory Papalcure	Monmouth County, NJ	Janet Crumley	Atlanta
Hader Rivas, Sr.	Atlantic County, NJ	Janette Friend-Harrington	Austin, TX
Haleh Struzinsky	Rensselaer County, NY	Jasleen Allyse	Atlanta
Harlene "Kim" Friedman	Margate, NJ	Jasmin Duran	Long Beach, CA
Harold Chappell	Wilmington, NC	Jason Bernstein	Athens, GA
Harriet Reynolds	Marrero, LA	Jason Gracey	Houston
Heather Driscoll	Lansing, MI	Jason Hargrove	Brockton, MA
Heather Guminski	Fenton, MI	Jason Jernell	Minneapolis and Saint Paul, MN
Heather Herndon	Jackson, MI	Jason Windom	Bothell, WA
Heather Linz	Bethel Park, PA	Jathan Trevena	Fort Collins, CO
Heather Mahon	Fowlerville and Brighton, MI	Jay Becker	La Jolla, CA
Heather Stoll	St. Augustine, FL	Jeannette Beaulieu	Portland, ME
Heather Unger 🏠	Orlando, FL	Jed Parish	Naperville, IL
Heather Upton	Indianapolis	Jeff C. Jacobs	Frisco, TX
Heidi Trueblood	Vail, CO	Jeff Galindo	Las Vegas
Helen Gardin 🏠	San Jose, CA	Jeff Taylor	Atlanta

Jeffery Puckett	Slidell, LA	John Barrentine 🏠	Los Angeles
Jeffrey Dolen 🏠	Manteca, CA	John Barroso	Chico, CA
Jeffrey Harrington	Milledgeville, GA	John Fudge	Huntsville, AL
Jeffrey Rayno	Savannah, GA	John Krol	Naples, FL
Jen Campbell	Tallahassee, FL	John Majors 🏠	Waxahachie, TX
Jennifer Bouvier	Gaston County, NC	John Pellow	Tulsa and Northeast Oklahoma
Jennifer Bronk Wieland	Oconomowoc, WI	John Pizzi	Norwich, CT
Jennifer Burden 🏠	San Francisco	John Rice	Frankfort, IL
Jennifer Chino	Annapolis, MD	John Zaby	Dallas and Fort Worth, TX
Jennifer Clemens	Spokane, WA	Johnna Little	Houston Bay Area
Jennifer Daring	Sycamore, IL	Jon Snow	Fredericksburg, VA
Jennifer Duncan	Oklahoma City	Jonathan Cohen	Cherry Hill, NJ
Jennifer Fieo	Tampa, FL	Jonathan Owens	Raleigh, NC
Jennifer Hoffmann	Tuscaloosa, AL	Jordan James	Lexington, KY
Jennifer Hupke	Milwaukee	Jordan Stutsman	Sacramento, CA
Jennifer King	Lancaster, PA	Jose Medina 🏠	Canton, OH
Jennifer Mischke	Florence, KY	Joselyn DeHart	Butte, MT
Jennifer Nelson	Erie, PA	Joseph Haydock	Fresno, CA
Jennifer Stauter and Matt Kornstedt	Madison, WI	Josh Brost	Madison, WI
Jennifer Yager	Fresno, CA	Josh Thieme	Costa Mesa, CA
Jenny Magana	Bakersfield, CA	Josh Voyles	St. Louis
Jenny Smithson	Enid, OK	Joske Thompson	San Francisco
Jeremy Larsen	Dallas and Fort Worth, TX	Joy Cooper	Kingsland, GA
Jeremy Lock	Portland, ME	Joy Riley	Providence, RI
Jeremy Williams	Missoula, MT	Juan Carlos Torres	San Bernardino, CA
Jeri Anarumo	Davenport, FL	Judy Collins	Kent, WA
Jesse Wright	Norman, OK	Judy McGraw	Ellis County, TX
Jessica Boswell	West Hartford, CT	Juli Forsyth	Peoria, AZ
Jessica Dubendorfer	Chattanooga, TN	Julia Gaffney	Northern New Jersey
Jessica Johnson	Dallas	Julie Dean	Brunswick, GA
Jessica Lee	Hammond, IN	Julie Gassmann	Cedar Rapids, IA
Jessica Spencer	Clearlake, CA	Julie Munchel	Bel Air, MD
Jill Coleman	Frederick, MD	Julie Nguyen	San Francisco Bay Area
Jill Parise	Sapulpa, OK	Juliette Bouchard	Dallas
Jim Geracie	Brookfield, WI	Justin Duffield	Fort Bend County, TX
Jim McKee	Conroe, TX	Justin Holcomb	Midland and Odessa, TX
Jim Wilson	Clearwater, FL	Kacie Jenkins	Richmond, VA
Jimmy Shanken	Hinesville, GA	Kallie Ritchey	Fort Worth, TX
Jimmy Stewart	Fort Collins, CO	Karen Anderson	San Pedro, CA
JJ Johannes	Cedar Rapids, IA	Karen Briscoe-Reed	Poughkeepsie, NY
Jo Holton	Orlando, FL	Karen Swinson	Jacksonville, FL
Joanna Janas	Middleton and West Madison, WI	Karen Wilson 🏠	Troy, MI
Jodi Farmer	San Diego	Karey Grimsley	Hollister, CA
Joe Bourland	Phoenix, AZ	Kasidy Lowe	Murfreesboro, TN
Joe Karcie	Prescott, AZ	Kathleen Brady	Johns Creek, GA
Joe Sterner	Lewes, DE	Kathleen Floryan	Ponte Vedra Beach, FL
Joe Weathers	Marietta, GA	Kathleen Peglau	Buffalo, NY
Joey Chiappetta	Chicago	Kathrin Egner	Hinesville, GA

Kathryn Barcellona	Western New Jersey	Lauren Trent	Monument, CO
Kathy Ball	Mobile, AL	Laurie Anderson	Granbury, TX
Katie DeLage	Slidell, LA	LeAnn Sink	Nashville, TN
Katy Fetherston	Southeastern Connecticut Shoreline	Lee Ernst	Scottsdale, AZ
Kay Altman	Grovetown, GA	Len Brandt	Northeast Washington state
Kay Chafton	Jacksonville, FL	Lesa Miller	Bloomington, IN
Keith Dickerson	Naperville, IL	Leslie Carver	Henderson, NV
Kelly Hollowell	Chesapeake, VA	Leslie Linkenhoker	Louisville, KY
Kelly Latimer	New Bern, NC	Leticia Malcolm 🏠	Miami
Ken Mucha	Bend, OR	Lina Kriva	Boston Metro Area
Ken Sisson	Los Angeles	Linda Belikoff	Hemet, CA
Kenneth Olson	Long Island, NY	Linda Blue	Houston
Kenson Dhanie	Fort Wayne, IN	Linda Gardiner	Bangor, ME
Kent Rodahaver	Tampa and St. Petersburg, FL	Linda Muraski	Glastonbury, CT
Kent Steffes	Lancaster, CA	Linda Pietsch	Rolla, MO
Kerry Debellis	Staten Island, NY	Linda Rano Jonard	Columbus, OH
Kevin Bartlett 🏠	Southwest Florida	Lindsay Matthews	New York Metro Area and Westchester County, NY
Khani Zulu 🏠	Austin, TX	Lindsay Orr	Mechanicsville, VA
Kim Batterman	Appleton, WI	Lisa D. Smith	Greater Kansas City, MO
Kim Garbe	St. Louis Metro Area	Lisa Henry Weaver	Dallas and Fort Worth, TX
Kim Marie Angiulli	Pittsburgh	Lisa K. Meyer	Fort Collins, CO
Kim Parker	Tulsa, OK	Lisa Lyon	Cedar Park, TX
Kim Parker	Charlotte, NC	Lisa Sapenaro	Greater Kansas City, MO
Kim Simpson	Middletown, DE	Lisa Tomlinson	Mission Viejo, CA
Kim Taylor	Jersey City, NJ	Lisa Vernon	Nocatee, FL
Kimberly Yates	Cumming, GA	Lisa Weber	Calabasas, CA
Kimberly Zahand	Naperville and Gurnee, IL	Liz Sheffield	Santa Fe, NM
Kira Meade	Mendocino, CA	Loretta Leibert	Reading, PA
Kirk Macklem	Colorado Springs, CO	Lori Ann Erb	Grand Junction, CO
Kris Watt	San Marcos, CA	Lori Cruz Pagan Lambert	Fayetteville, NC
Kristin Cook	Panama City, FL	Lori Terry	Valley, AL
Kristine L. Edens	McKinney, TX	Lorrie Semler	Dallas
Kristine Wiese	Martinsburg, WV	Louise Juracek	Bakersfield, CA
Krystolyn Rideout	Louisville, KY	Louise Lovewell	East Bay, CA
Kyle Fox	Seattle and Tacoma, WA	Luis Chevere	Tampa Bay, FL
Lacey Kelly 🏠	Seattle	Lynn Carteris	San Francisco Peninsula
Lalo Herrera	Austin, TX	Maggie Terry	Louisville, KY
Larry Brzostek	Sarasota, FL	Maggy Calhoun	Atlanta
LaTonya Shearn	Cumming, GA	Mahshid Garakani	Mission Viejo, CA
Laura A. Miller	Kansas City, MO	Mandy Peacock Davis	Macon, GA
Laura Harbison	Las Vegas	Manly Cazedessus	Hammond, LA
Laura Janski	St. Clair County, MI	Mara McCutchen	Tampa, FL
Laura Joy Graham	Jacksonville, FL	Marc Tahler	San Fernando Valley, CA
Laura Mauelshagen	Denton, TX	Marcela Herrera	San Bernardino, CA
Laura Mckenna	Concord, MA	Margaret Hickman	Alexandria and Pineville, LA
Laura Toms	Howell, MI	Margot Friedlander	Yorktown Heights, NY
Lauren Beckett	Paso Robles, CA	Mari Slobounov	Madison, WI
Lauren Orsini	New York City suburbs	Maria Fernanda Semeraro 🏠	Antioch, CA

Maria Furtado	Palm Beach County, FL	Michael Shugart	Calhoun, GA
Maria J. DePasquale	Hamilton, NJ	Michael Smith	Central New Jersey Shore
Marianne Kawelo	Syracuse, NY	Michele Dankworth	Troy, OH
Mark Gibeau	Rochester Hills, MI	Michele Seretis	Caroline County, MD
Mark Novak	Baltimore	Michele West	Hooksett, NH
Mark Salcido	Gilroy, CA	Michelle Bachman	South Haven, MI
Mark Schweller	Brentwood, CA	Michelle Soliman	New Orleans
Mark Smith Jr.	Ventura County, CA	Mick Beier	Toledo, OH
Marlene Ritzman	St. George, UT	Mike Aon	El Cajon, CA
Marni Jimenez 🏠	Riverside, CA	Mike Boyer	Amarillo, TX
Marty Piatkowski	Palm Bay, FL	Mike Cirillo	Philadelphia
Mary Beth Harrison	Dallas	Mike Drutar	Kailua-Kona, HI
Mary Ellen Poggemann	Minocqua, WI	Mike Karras	Barnstable County, MA
Mary Jackson	Concord, NH	Mike Konopik	Whidbey Island, WA
Mary Jo Coleman	Orange County, NY	Mike Potier	Long Beach, CA
Mary Lou Erk	Doylestown, PA	Mike Procissi	Detroit Metro Area
Mary Sullivan	Atlanta	Mikey Girard	Tucson, AZ
Mary Yacoub-Raad	Hudson, WI	Mikki Armstrong	Lee's Summit, MO
Mary Zulawski	Hamburg, NY	Mikki Ramey	Charleston, SC
MaryAnn Mason	Cape May, NJ	Mitchell Allison	Cincinnati
Matt Brown	Owensboro, KY	Monica Graves	Grand County, CO
Matt Croteau	Orange County, CA	Monica Hartinger	Benicia, CA
Matt Payne	Asheville, NC	Montell Johnson	Sacramento, CA
Matthew Le Baron	Boise, ID	Myles Reeves	Pensacola, FL
Matthew Tarp	Colorado Springs, CO	Nancy D. Pruitt	Clermont, FL
Maureen Roberge	Cornelius, NC	Nancy Hulsman	Baltimore
Maya Galletta	Raleigh, NC	Nathan LaLonde	Houston
McMahon Rick	Chautauqua, NY	Nathaniel Ellison	Rochester, NY
Meagan Girouard	Lake Jackson, TX	Nativita M. Warner	Sicklerville, NJ
Megan Johnson	Salem, OR	Neil Theisen	Saint Cloud, MN
Megan Koch	Jackson, MI	Nicholas Hunter	Birmingham, AL
Megan Porter	Colonial Beach, VA	Nick Delis 🏠	San Francisco Peninsula
Mela Fratarcangeli	El Dorado Hills and Folsom, CA	Nick Devitz	Lebanon, PA
Melanie Cauchon	Cape Cod, MA	Nick Kein	Chicagoland
Melanie Schmidt	Rochester, MN	Nick Vavoulis	New Port Richey, FL
Melinda Elmer	Long Beach, CA	Nicole Rodriguez	Mid-Willamette Valley, OR
Melissa Castro	Corona and Eastvale, CA	Nicolette Robinson	Atlanta
Melissa Porter 🏠	Poland, OH	Nolan Vance 🏠	Bellevue, WA
Merle Unruh	Hamilton, MT	O. Johnny Wariebi	Worcester, MA
Mia Romar	Houston	OB Juncal	San Diego
Michae Murphy	Silicon Valley and Bay Area, CA	Omar Jackson	San Antonio
Michael Barasch	Los Angeles	Oscar Correa	Weston, FL
Michael D. Serratore	Philadelphia	Paige Grove	Atlanta
Michael Dodson	Ocean City, MD	Pamela Lewis	Winfield, WV
Michael Marshall	Columbus, OH	Pamela Zappulla	Staten Island, NY
Michael Ponsolle	Raleigh, NC	Paola Ramirez	Kissimmee and Orlando, FL
Michael Russo	Providence, RI	Pat Tasker	Milwaukee
Michael S. Young	Oxford, MI	Patricia Hendricksen	Sacramento County, CA

Patrick Gorman	Charlotte, NC	Roberta Wilber	Atlanta
Patsy Whitney	Hull, MA	Robin Taylor	Pittsburgh
Patty Bain	Providence, RI	Robyn Moore	League City, TX
Patty Chafatelli	Fort Myers and Cape Coral, FL	Roger Engstrom	Boca Raton, FL
Paty Zavala	El Paso, TX	Roman Torrez	Port Huron, MI
Paul Fonseca	Fort Myers, FL	Ron Laserna	San Jose, CA
Paul Haworth	Fresno, CA	Ron Murray	Torrance, CA
Paul Raymond	Flint, MI	Ron Wexler	Chicago suburbs (Orland Park)
Paula Johnsen	Ione, CA	Roxana Shepley	Warner Robins, GA
Perrin Cornell	Wenatchee, WA	Roxanne Spence	Dickson, TN
Pete Correa	El Paso, TX	Roy Machado 🏠	Sacramento, CA
Pete Veres	Albuquerque, NM	Ruby B. Henderson	Raleigh, Cary, and Wake Forest, NC
Peter Buist	Midland, MI	Rudy Kusuma	Rosemead, CA
Peter Chicouris	Tampa Bay, FL	Ryan Basye	Omaha, NE
Peter Fife	Prescott, AZ	Ryan Runge	Renton, WA
Philip Angarone	Hamilton, NJ	Ryan Sautman	Highland, IL
Phillip Rodocker 🏠	Maple Valley, WA	Ryan Smith	Austin, TX
Phillip Young	St. Louis	Sam Bruck	Baltimore
Pola Berggrun	Sunny Isles Beach, FL	Sandy Bishop	Gastonia, NC
Priscilla Terrazas 🏠	El Paso, TX	Sandy Deignan	Providence, RI
Quivari Jackson	Cincinnati	Sandy Wickware	Red Oak, TX
Rachael Podruchny	Norfolk, VA	Savannah Zuber	Jacksonville, FL
Rachel Anderson	Waterville, ME	Scott Federighi	Crystal Lake, IL
Racynta Abdullah	Montgomery, AL	Scott Ladner	Springfield, MA
Rafael Ruiz	Patterson, CA	Scott Lindblom	Breckinridge, CO
Randall Koster	Green Valley, AZ	Scott Lowman	Cleveland
Randy Courtney 🏠	Tempe, AZ	Scott Stevenson	Minneapolis
Randy Hayer	Merced, CA	Sean Anderson	Atlanta
Raymond Kang	Honolulu	Shane Vertner	Hillsboro, OR
Reanna Southard	Anderson, IN	Shannan Maxwell	Nashville, TN
Rebecca LeClaire	Rockford, IL	Shannon Avason	Charlotte, NC
Reginald Perryman	Detroit	Shannon Porter	Camarillo and Ventura County, CA
Renee Cheesman	Vineland, NJ	Shannon Runyan	Forney, TX
Rhonda Maehl	Paradise, CA	Sharon Estes	Greenville, SC
Rich Kim	Fort Lee, NJ	Shaun Alcodray	Flint, MI
Rich Reed	Winder, GA	Shawn Harger	Fort Collins, CO
Richard Londow	Missouri City, TX	Shawn Trapp	New Orleans
Richard Widmeier	Wildwood, NJ	Sheila Newton	Anderson, SC
Rick Lopez	Charlotte, NC	Sheila Norman	Shreveport, LA
Rick Macpherson	Evansville, IN	Sheila Stupka	Cleveland
Rob Luck	Springfield, MO	Sheila Urbanek	Fresno, CA
Rob Smith	Orange, VA	Shelby Buehler	Dallas
Robert Bittle	Roseville, CA	Shelly Rainwater	Memphis, TN
Robert Christiano	Orlando, FL	Shelly Wilson	Indianapolis
Robert Dombrowsky	Northern New Jersey	Sherri Frye	Somerset, KY
Robert Hoobler	Harrisburg, PA	Shirley Grindel	Enumclaw, WA
Robert McFadden	Olympia, WA	Shonda Jackson	Montgomery, AL
Roberta Smith	Liverpool, NY	Shoshana Hill	Miami and Fort Lauderdale, FL

Siobhan Dalton	Amherst, NH	Terri Jackson	Warner Robins, GA
Sonia Castro	Allentown, PA	Terri Stewart	Savannah, GA
Stacie Robinson	Tucson, AZ	Terry Brown	Washington, D.C.
Stacy Johnson	Charlotte, NC	Terry King	Huntsville, AL
Stela Koeva	Albany, NY	Theano Meyers	Manalapan Township, NJ
Stephan Brochu	Flint, MI	Thomas Brady	Smithtown, NY
Stephanie Cooper	Muncie, IN	Thomas Greer	Philadelphia
Stephanie Johnson	Ogden, UT	Thomas Hennessy	Yonkers, NY
Stephanie Mathis	Murfreesboro, TN	Thomas Wohl	Raleigh and Cary, NC
Stephen Mansour	Germantown, TN	Tiffani Broschious	Surprise, AZ
Stephen Pipich	Baltimore	Tiffany McGuckin	Nevada County, CA
Stern Team	Salt Lake City	Tim Freund	Westlake Village and Thousand Oaks, CA
Steve Derrig	Seattle	Tim Phelps	Bethesda, MD
Steve Gardner	Northern Virginia	Tim Scherbring	Cedar Rapids, IA
Steve Gomez	Diamond Bar, CA	Tina Schildt	Myrtle Beach, SC
Steve Goss	Denver	TJ Higgins	New York City
Steve Ostenson	Atlanta	TJ Shimek	Traverse City, MI
Steve Thayer	Castle Rock, CO	Toby Rocha	Austin, TX
Steven Burton	Palmdale, CA	Todd Ruckle	Middletown, DE
Steven Mueller	Charlotte, NC	Todd Schroedel	Ridgway, CO
Steven Porzio	Point Pleasant, NJ	Tom Carris	Chicago
Stewart Weisenberger	Southern Illinois	Tom Hall	Oklahoma City
Sue Smith	Loudoun County, VA	Tom Johnson	Houston
Summer Mills	Wichita Falls, TX	Tom Krieger	Tucson, AZ
Susan Brownlie	Monterey, CA	Tom Momenee	Continental, OH
Susan Hart	Carnesville, GA	Tomaj Tenda	Berkeley, CA
Susan Kadilak	Burlington, MA	Tracey Amaya	Fort Worth, TX
Sydney Chappell	Cullman, AL	Tracy McEachern	Marion County, FL
Sylvia Barrett	Galveston, TX	Tracy Neri	Cape May County, NJ
Sylvia Dorrance	Conifer, CO	Tracy Phillips	Volusia County, FL
Sylvia Humphreys	Otero County, NM	Travis Halbrook	Lavonia, GA
Tabatha Davis	Russellville, AR	Tria Kreutzer	Atlanta
Takeya White	White Plains, MD	Trina Cooper	New York City
Tallie McKinney	Huntsville, OH	Trish Kelly	Denver
Tamara Petrino	Albuquerque, NM	Trish Ruth	Danville, PA
Tami Gordon	Charleston, SC	Valarie Lester	South Bend, IN
Tammy Hatch	Bothell, WA	Valencia E. Mischal	Sacramento, CA
Tammy Lyne	Pinehurst, NC	Valerie Littrell	Lake Ozark, MO
Tammy Rickman	Roanoke, VA	Velinda Hittinger	Tallahassee, FL
Tanya Martinez	Montgomery, TX	Veronica Crego-Flores	Miami
Tanya Schindler	Schulenburg, TX	Vicki F. Moore	Ocala, FL
Tasha Fahey	Brenham, TX	Vickie McClusky	Will County, IL
Teal Clise	Baltimore	Vicky Taylor	Northeast Georgia
Ted Golshanara	Folsom, CA	Warren Bonett	Orlando, FL
Teresa Fortney	Madison, MS	Wendi Sheets	Cincinnati
Teresa Points	Columbia, TN	Wendy Dowling	Sarasota, FL
Teresa Young	Cleveland	Wendy Fisher	Waxahachie, TX
Teri Addington	Trophy Club, TX	William Garcia Jr.	Tampa, FL

William Raye	Boston
Wilson Lamas	Naugatuck, CT
Winter Boone	Riverside, CA
Woody Miller	Plymouth, NH
Yvonne Adams	Sonoma County, CA
Yvonne Rushton	Edwardsville, Godfrey, and Alton, IL
Zaida Harris	St. Simons Island, GA
Zak Denner	Moon Township, PA
Zori Levine	Boulder, CO

About HomeLight

HomeLight is building the future of real estate — today. Our vision is a world where every real estate transaction is simple, certain, and satisfying for all.

The best real estate agents rely on HomeLight's platform to compete and win — and ultimately deliver better outcomes to homebuyers and sellers during every step of the real estate journey, whether that's enabling an all-cash offer, unlocking liquidity of their existing home to buy a new one, or creating certainty through a modern closing process.

Each year, HomeLight facilitates billions of dollars of residential real estate business on its platform for thousands of agents.

Founded in 2012, HomeLight is a privately held company with offices in Scottsdale, San Francisco, New York, Tampa, and Seattle, with backing from prominent investors including Zeev Ventures, Menlo Ventures, Group 11, Crosslink Capital, Bullpen Capital, Montage Ventures, STCAP, Citi Ventures, Google Ventures, and others.

