

# Seller's Marketplace

## The home for choice

Realtor.com®'s Seller's Marketplace answers questions about instant offers and other selling options while reinforcing the value of real estate professionals in the transaction. Our Seller's Marketplace empowers homeowners with information about selling options and allows them to make side-by-side comparisons so they can choose the one that works best for their situation.

### What is Seller's Marketplace?

Seller's Marketplace is a Realtor.com® experience where consumers can learn about and evaluate their home selling options, including iBuying/iOffers, sale-leaseback programs, funding to buy before they sell, and listing on the open market while reinforcing the value of working with a real estate agent.

It offers both education and tools to support sellers as they navigate their path to selling their home. These include:

- ▶ The ability to connect with an agent to list on the open market.
- ▶ High-level selling comparison that helps sellers assess the potential financial and timing implications of listing a home on the open market, selling to an iBuyer, or considering a sale-leaseback program.
- ▶ Marketplace to view estimated offer ranges and request and receive offers from various instant funding providers, where available (varies by market).

### Who are the Seller's Marketplace providers and what services do they offer?

At launch in July 2020, four third-party providers were participating in Seller's Marketplace: Opendoor, EasyKnock, HomeGo, and Webuyhouses.com, in addition to agents who are part of ReadyConnect Concierge<sup>SM</sup>. Knock joined Seller's Marketplace in January 2021.

- ▶ Agents and brokers in the Realtor.com® **ReadyConnect Concierge network**.
- ▶ **Opendoor** provides instant offers after a video home assessment. Sellers can enjoy a hassle-free sale without having to worry about hidden fees or repair costs.
- ▶ **EasyKnock** allows homeowners to sell their homes, then rent it back to stay, so they can leverage the proceeds to plan for their next move.
- ▶ **HomeGo** provides instant offers on the spot after an in-home or virtual property walk through. Sellers can enjoy a hassle-free sale without having to worry about hidden fees or repair costs.
- ▶ **WeBuyHouses.com** provides instant offers after virtual property walk through. Sellers can enjoy a hassle-free sale without having to worry about hidden fees or repair costs.
- ▶ **Knock's Home Swap™** makes it easy for consumers to buy a new home before selling their old one, skipping the hassles of living through repairs and showings, paying only one mortgage at a time, and having home prep covered upfront so their old house sells for the highest possible price.

### Will Seller's Marketplace expand to include more providers?

Yes, we plan to continue to expand to include new sell models and additional providers, including franchises and brokerages with iBuyer offerings, to provide sellers with more selling options based on their needs.

## **Is Realtor.com® becoming an iBuyer? How is Seller's Marketplace different from other iBuying programs?**

No. Realtor.com® does not intend to become an iBuyer. Through Seller's Marketplace, we provide access to multiple providers – including real estate brokers – who can present iOffers to consumers who submit online queries, all while allowing consumers to compare options and encouraging sellers to connect with an agent who can help them succeed. Each and every consumer who visits Seller's Marketplace is presented with the option to sell their home with an agent.

Franchises and brokerages with iBuyer offerings can participate in our marketplace. Unlike some competitor portals where franchise and broker offerings are locked out from their consumer audience, we allow franchises and brokers to make their offerings available to the millions of consumers who visit our site every month.

## **How does Seller's Marketplace help agents, brokers and others in the real estate industry?**

Agents must be aware of and knowledgeable about every option available to their clients in today's environment, and that includes the myriad alternatives for selling a home.

Seller's Marketplace providers like EasyKnock and Knock provide solutions that can help you deliver more value and confidence to home sellers and clients. Sellers also want the opportunity to explore and learn more about iOffers and iBuyers, and Seller's Marketplace gives them the chance to learn about and evaluate those options alongside listing on the open market with an agent.

Agents who demonstrate an understanding of iBuying options can set themselves apart, and Seller's Marketplace can help you do just that.

iBuyers only appeal to a certain segment of sellers who focus on transaction speed or certainty, and most home sellers want to sell for the highest price. Our data shows that the vast majority of visitors to Seller's Marketplace come for information about iBuyers and other selling models but ultimately choose to list their home with an agent.

The Seller's Marketplace experience also helps us capture leads from potential home sellers who may not already be on an iBuyer site. We can then direct many of these leads to an agent who can best help them. Realtor.com® generates more than 15 listing leads for agents for every one lead sent to a Seller's Marketplace provider. Since we launched the marketplace in July 2020, more than half of the people who submitted an inquiry chose to connect with an agent.

## **Why is Realtor.com® promoting instant cash offers if you are a partner to agents and brokers?**

Sellers are curious about iBuying and other selling models and could end up on competitors' sites, some of whom are disrupting traditional agents. Realtor.com® believes in the value real estate professionals bring to the real estate transaction, but we must also give consumers what they want to compete in a dynamic marketplace.

Attracting users to our Seller's Marketplace means we can provide them with information about the options out there, including contacting an agent who can help them through the process, so they can confidently make informed selling decisions.

**[www.realtor.com/sell/sellers-marketplace](https://www.realtor.com/sell/sellers-marketplace)**

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