

# A Homesy Manifesto

---

## **1. We believe better “access” to home data is as critical to a fair housing market as affordability.**

In real estate, detail, transparency, and control are the keys to more accurate valuations, better decision making, reduced costs, and greater equity—a more level playing field for consumers, along with brokers, insurers, and banks.

## **2. Better access to data is good for consumers and**

a more competitive real estate industry. DOJ antitrust actions against the National Association of Realtors and its Multiple Listing Services have cost billions of dollars, but commissions still hover at 5 - 6% price—among the world’s highest. Twenty years ago when Zillow was founded, its banner was “Power to the people,” today it’s another brokerage. When a jury convicted NAR of conspiracy to defraud consumers in 2023, brokers proudly said nothing would change and nothing has. 92% of all sales still go through brokers.

## **3. Competition means having alternatives.**

Every time we go to LinkedIn for job-hunting, Match for meeting cute, Public for stock tips—any app that lets us connect and control our data without intermediaries—we get more knowledge and better deals. That’s what competition looks like.

**4. But brokers will never give us control over our** data because listings are inventory and inventory is the core of their business model. Listings were designed for the days of newspaper classifieds, when newspapers were the only source of info and every agate cost a buck. A hundred years later, listings still provide bare bones detail, minimal differentiation, and (apart from the first day they were published), no reach, except to notify other brokers of new inventory— significant problems for consumers.

**5. For sellers, lack of access to listings means** you're stuck with your broker's perspective, like it or not. Don't like how slowly your home is selling and don't want to drop your price? Want your broker to do more advertising? Show more rooms of your house? Too bad. Brokers own, copyright, and control the listing, and if you don't like it, you'll just have to hold out until the exclusivity clause in your contract expires.

**6. Buyers are even more reliant on brokers.** The broker owns the lock box and determines what you see, allowing bias to creep into which houses you can see and which neighborhoods you will be steered to. Thanks to NAR's 2024 settlement with the DOJ, you now have to sign a representation agreement agreeing to pay your broker before you can see even a single house. Yes, their fees are now public, and negotiable, but do you really want to negotiate commission before you've even started working with an agent?

## **7. What if brokers weren't the sole source of information about a home?**

We can't replace listings and have no interest in replacing brokers, but we can build an alternative source for home data *related* to your listing.

## **8. Homesy is that place: a consumer real estate portal supported by advertising, not commissions or broker leads. Where consumer needs, not broker commissions, are the center of the home buying/selling/renting journey. Where home sellers, buyers, and renters can tell the stories of their homes (or announced the search for a new home) without intermediaries getting in the way or threatening their “official” listing.**

## **9. On Homesy, you're in control.**

Post, like, comment, rank, homes in real time, 24/7 and—in a historic first—get actual reach for your sale or search. The more active you are on the platform the more your sale or search will be seen by other users. That's reach for and your home, not your broker's business.

## **10. Instead of a single broker or broker team, get a 24/7 real-time chorus of buyers, sellers, brokers, lenders, and neighbors. From discovery to pricing to curb appeal, their always-on expertise will guide you through every step of the home buying (or rental) journey and beyond.**

## **11. Now sellers can build a brand for their home:**

A profile (not a listing) lets you update your home's brand anytime for any reason. Tell buyers about why your property delivers more value than the one down the street or across town. Test your price with every change to your home. Get next-gen comps validating your price (even against rentals). And do it all based on feedback from the community.

## **12. Buyers & renters benefit from the same**

conversations. If it takes ten houses before buyers settle on one—that's nine houses of learning from other users' searches. Buyers also get to wade into the market far ahead of a home going on sale—years even. Because half of all sellers are also buyers.

## **13. We're not competing with brokers.**

We're helping them with new tools based on their differentiation and value to the market. LinkedIn didn't kill recruiters; it expanded the market for better more targeted recruitment strategies. Keep your listing on the MLS, but show consumers your value on Homesy. The cream always rises to the top.

## **14. What about security?**

Won't more details give bad guys information or tax assessors more power? Homesy will enforce FHA rules and strict community standards reinforced with granular toggles that make every post private or even anonymous. More important is what Homesy gives you in return for posting: freedom from bias, real time

social validation of prices and homes, and most critically, better knowledge, reach, and lower costs.

## **15. How will Homesy make money?**

Advertising, data subscriptions and monetization—the value of the data brokers now leave on the table. Once we scale, we'd welcome the opportunity to develop auction-style transactions with fees at just .05% of the final sale price.

**16. The future of real estate is a data revolution led by consumers. If you're ready for that future connect with [craig@homesy.us](mailto:craig@homesy.us).**