



*For Immediate Release*

## **Homie Adds New Power Buyer Program To Enhance Already Successful Homie Cash™**

*Bundling programs gives buyers a leg up against the competition in the increasingly competitive housing market*

**SALT LAKE CITY (May 3, 2022)** – Today, [Homie Loans](#), a division of the marketplace of offerings [Homie](#) provides, announced the release of Buy Before you Sell to help buyers get ahead in the competitive housing market. When coupled with Homie Cash™, the new power buyer program is another example of how Homie is working to increase a customer's chances of winning a bid on a home in the competitive market.

"Homie is always looking for new, innovative ways to make homeownership easy, affordable, and accessible for all, especially in this competitive housing market," said Johnny Hanna, Co-Founder, and CEO of Homie. "After launching Homie Cash in the summer of 2021 and seeing how much it's helped buyers, we created the Buy Before you Sell program as an additional way to help Homie Cash customers stand out from the crowd."

The launch of Buy Before you Sell is on the heels of the successful launch of Homie Cash, which allows a buyer to submit a cash offer on the home of the buyer's choice, giving the buyer a competitive edge over other offers.

To take advantage of Buy Before you Sell, a buyer must first qualify and use Homie Cash. With the Buy Before You Sell program, the buyer can choose a new home to purchase, submit a cash offer, and if accepted, could move in before selling their current home. Once the buyer's current home sells, the buyer can complete the purchase of their new home with traditional financing.

"Homie had the perfect plan for us, buy first using Homie's Cash and then work on selling. It was fast and easy, plus we saved more than \$17,000 in commission costs. We highly recommend the Homie way to buy and sell homes," said Reta Cunningham, a Homie customer who recently took advantage of the Homie Cash and Buy Before You Sell programs.

Buy Before You Sell is currently available in Utah and Colorado. Homie plans to roll out the program in Arizona, Idaho, and Nevada soon. For more information on Buy Before you Sell, visit <https://www.homie.com/buy-before-you-sell> or Homie Cash, visit [www.homie.com/cash](http://www.homie.com/cash).

**About Homie**

Homie is an integrated real estate platform that uses modern technology, coupled with the expertise of dedicated, local agents, to make homeownership easy and accessible for all. Homie has already saved consumers more than \$125 million in real estate commissions and helped clients buy and sell over \$3 billion in homes. The Homie family of businesses form a one-stop-shop, saving customers time, energy, and money. Homie has brought Real Estate, Mortgage, Title, Insurance, and Marketplace services all under one roof to make life easier for its customers. To learn more, visit [www.homie.com](http://www.homie.com). Homie Loans NMLS# 1016597.

**PR Contact:**

Codeword for Homie

[Homie@codewordagency.com](mailto:Homie@codewordagency.com)

Nikki Hernandez

[Nikki.camarillo@homie.com](mailto:Nikki.camarillo@homie.com)