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RedfinNow Brings Cash Home Offers to Boston

April 22, 2021

RedfinNow makes cash offers for homes, giving consumers a convenient and safe way to sell

BOSTON, April 22, 2021 /PRNewswire/ -- (NASDAQ: RDFN) -- RedfinNow announced its launch today in the Boston metro area, the first major iBuyer to launch in the market. RedfinNow gives homeowners a convenient new way to sell through Redfin (www.redfin.com), the technology-powered real estate brokerage. Sellers can request a cash offer directly from Redfin and sell without the hassle of fixing up their homes or dealing with open houses and private showings.

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"RedfinNow gives homeowners certainty and control over exactly when they sell with a strong cash offer that lets them avoid the stress of home prep and repairs and clearing out for open houses and home tours," said Jason Aleem, vice president of RedfinNow. "Boston home prices grew by double-digits in March, but this hot market is a double-edged sword for sellers who also need to buy. RedfinNow makes it easy for our customers to get a strong offer for their current home so they have the money to buy their next and the flexibility to line up their closings so they only need to move once."

RedfinNow is available today to consumers in 23 markets in nine states and the District of Columbia. Expanding RedfinNow is part of Redfin's strategy to give homeowners a complete real estate solution with multiple ways to sell their home and technology to make the process simple. For sellers who prefer to list their home on the open market, Redfin's local real estate agents provide a full-service offering for a listing fee as low as 1%. Redfin also offers Concierge listing service for Boston-area sellers who want help getting their home ready to go on the market. Redfin's Concierge team prepares a customized plan to make your home shine, sources the vendors and manages the project at every step for a listing fee as low as 2%.

To request a cash offer, homeowners visit www.redfin.com/now, type in their address and provide some basic information about their home. RedfinNow uses local insight and its proprietary machine-learning algorithms to make a competitive cash offer based on the home's location, condition and the cost of repairs. Sellers can pick their closing date between 10 and 90 days from accepting Redfin's offer.

Once RedfinNow owns a home, it makes updates and then lists the home for sale on the open market. Redfin makes it easy for buyers to safely tour RedfinNow listings without an appointment. Buyers can unlock the door of most RedfinNow homes with the Redfin app and self-tour seven days a week, from 8 am to 8 pm, with or without an agent.

The company is initially making offers on single family homes and townhomes built after 1900 in parts of Middlesex, Norfolk and Plymouth counties. Redfin expects to expand to additional neighborhoods and property types in the region over time; the buying parameters are subject to change.

To learn more about RedfinNow and to request an offer for your home, visit www.redfin.com/now.

About Redfin

Redfin (www.redfin.com) is a technology-powered real estate broker, instant home-buyer (iBuyer), lender, title insurer, and renovations company. We sell homes for more money and charge half the fee. We also run the country's #1 real-estate brokerage site. Our home-buying customers see homes first with on-demand tours, and our lending and title services help them close quickly. Customers selling a home can take an instant cash offer from Redfin or have our renovations crew fix up their home to sell for top dollar. Since launching in 2006, we've saved customers nearly \$1 billion in commissions. We serve more than 95 markets across the U.S. and Canada and employ over 4,100 people.

For more information or to contact a local Redfin real estate agent, visit www.redfin.com. To learn about housing market trends and download data, visit the [Redfin Data Center](#). To be added to Redfin's press release distribution list, email press@redfin.com. To view Redfin's press center, [click here](#).

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