



Hemnet launches Vägen hem - a podcast about the Swedish housing market

Today, May 25, Hemnet premiered Vägen hem, a podcast which follows and explains the developments in the Swedish housing market. The podcast is hosted by Staffan Tell, PR manager at Hemnet, and Erik Holmberg, market analyst at Hemnet. Property developer Riksbyggen is the exclusive partner for the first six episodes of the podcast.

In Vägen hem Staffan and Erik talk about the most important current macro events and their impact on the housing market, as well as analyze and discuss Hemnet's own data. Listeners will also meet exciting guests such as real estate agents, economists and other experts who share interesting knowledge and perspectives.

"We have found that there is a lot of interest in the housing market, and we want to try a podcast as a format to dive into all the different topics related to the property transaction in an explanatory and simple way. We are very excited to have Riksbyggen with us on this podcast journey, which will start with six episodes, but we hope there will be enough interest for a continuation.", says **Staffan Tell**, head of PR at Hemnet and one of the hosts of the podcast.

"Housing is one of the most important issues for people and is particularly high on the agenda these days. As one of Sweden's largest property developers, we want to share our knowledge in a new format together with Hemnet, who can offer a helicopter perspective through their independent position in the market.", says **Johanna Frelin**, CEO of Riksbyggen.

The Vägen hem podcast is produced by Poddagency and premieres on May 25 with new episodes being released every other Thursday.

Listen to the premiere episode (in Swedish):

[Spotify](#)

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För mer information, kontakta:

Pressförfrågningar

Staffan Tell, Head of PR

M: +46 733 67 66 85

E: staffan.tell@hemnet.se

Om Hemnet

Hemnet driver Sveriges ledande bostadsplattform. Bolaget grundades som ett branschinitiativ 1998 och har sedan dess utvecklats till en värdeskapande marknadsplats för bostadsmarknaden. Genom att erbjuda en unik kombination av produkter, insikter och inspiration har Hemnet byggt varaktiga relationer med köpare, säljare och fastighetsmäklare i över 20 år. Hemnet delar tillsammans med sina målgrupper en gemensam passion för hemmet och drivs av att vara en oberoende och självklar plats för människor att vända sig till vid de olika bostadsbehov som uppstår genom livet. Detta reflekteras i Bolagets vision att vara nyckeln till din bostadsresa, där Hemnet med sina produkter och tjänster vill öka effektiviteten, transparensen och rörligheten på bostadsmarknaden. Hemnet är noterat på Stockholm Nasdaq ("HEM").

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