



Swedes remain very satisfied with their real estate agents – strong ratings despite a challenging market

A new survey from Hemnet shows that Swedish home sellers continue to be highly satisfied with their real estate agents. 84 percent stated they were satisfied with the agent who sold their most recent home – and as many as 55 percent were very satisfied, an unchanged share compared to 2022.

The results indicate that satisfaction with real estate services remains high, despite the housing market having been more challenging for an extended period.

- Even though we've come from a long period of tougher market conditions with longer selling times and greater challenges in closing deals, trust in the agent remains strong. The share of those who are very satisfied with their agent is at the same level as during the peak year of 2022 – which says a lot about the agent's crucial role in the sales process, says **Staffan Tell**, press spokesperson at Hemnet.

Consistently high ratings – both in satisfaction and perceived Value

The survey shows that 55 percent were very satisfied, and an additional 29 percent fairly satisfied with the agent's performance. Only 12 percent were fairly dissatisfied, and 4 percent very dissatisfied.

The perceived value for money of the service also remains stable. 79 percent believe the service was fairly or very good value – in line with 81 percent in 2022.

-This shows that the real estate service remains strong even as the market changes. Customer satisfaction remains high and signals that many home sellers see clear results from the work their agents put in, says Staffan Tell.

Key findings from the survey:

- 55% were very satisfied with their agent (2022: 55%)
- 84% satisfied overall (very + fairly satisfied)
- 30% felt the service was very good value (2022: 29%)
- 49% felt it was fairly good value (2022: 52%)
- 21% did not feel it was good value (2022: 19%)
- In total, 79% considered the service to be good value (2022: 81%)

About the survey:

The survey was conducted by Hemnet during the first quarter of 2025 and is based on responses from approximately 500 people who sold their homes in the past year.

Hemnet in numbers:

- 1.9 million visitors per week
- 40 million visits per month
- 1.1 billion ad clicks in 2024



- SEK 554 billion in total asking prices for property listings in 2024 (equivalent to approximately 9% of Sweden's GDP)
- 183,374 published property listings in 2024
- 30 days average selling time
- 16 times more views per property ad compared to the second largest player on the market

For more information, please contact:

Press enquiries

Staffan Tell, Head of PR

M: +46 733 67 66 85

E: staffan.tell@hemnet.se

About Hemnet

Hemnet operates the leading property platform in Sweden. The company emerged as an industry initiative in 1998 and has since transformed into a "win-win" value proposition for the housing market. By offering a unique combination of relevant products, insights and inspiration, Hemnet has built lasting relationships with buyers, sellers, and agents for more than 20 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people to turn to for the various housing needs that arise through life. This is mirrored in the company's vision to be the key to your property journey, supplying products and services to improve efficiency, transparency and mobility on the housing market. Hemnet is listed on Nasdaq Stockholm ('HEM').

Follow us: hemnetgroup.com / [Facebook](#) / [LinkedIn](#) / [Instagram](#)

Image Attachments

[Real Estate Agent](#)