Homes.com Expands Early Access to Pre-Market Listings

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eXp Realty becomes the first national brokerage to participate in Homes.com's new pre-marketing display program

ARLINGTON, Va.--(BUSINESS WIRE)--Mar. 18, 2026-- Homes.com, a CoStar Group (NASDAQ: CSGP) online residential marketplace, today announced plans to expand consumer access to pre-market listings, giving homebuyers an early look at homes before they are officially listed for sale. eXp Realty®, the core subsidiary of eXp World Holdings, Inc. (NASDAQ: EXPI) will be the first national brokerage to participate in Homes.com's new pre-marketing display program.

The initiative reflects Homes.com's commitment to consumer transparency and seller choice. Pre-market listings will appear on Homes.com only when a listing agent opts in under seller instruction and in accordance with applicable local and state regulations.

The program delivers clear advantages for buyers, sellers, and agents.

For buyers, pre-market listings labeled "coming soon" provide an early opportunity to discover homes before they officially hit the market. This preview window allows buyers to research properties, plan showings, and position themselves ahead of the listing's public launch.

For sellers, early exposure can help generate buyer interest before a full marketing campaign begins, building anticipation and strengthening the listing's launch once it goes live.

For agents, the program provides a powerful way to evaluate buyer demand ahead of the official listing date. By leveraging Homes.com's large consumer audience and its *Your Listing, Your Lead* model, agents can gauge market interest and refine their marketing strategy before activating the listing in the MLS.

"Consumers want greater transparency into what's coming to market, and agents want better ways to build interest before a listing officially launches," said **Andy Florance, Founder and CEO of CoStar Group**. "By giving buyers an early look while protecting seller choice, Homes.com is helping agents and sellers create stronger listing launches and better outcomes."

Participation in the pre-marketing display program is optional and controlled by the listing brokerage and agent in accordance with their client's marketing strategy and local MLS rules.

About Homes.com

The Homes.com Network is the fastest-growing residential real estate marketplace and the second largest in the United States. Homes.com is a brand of CoStar Group (NASDAQ: CSGP), a global leader in commercial real estate information, analytics, and online marketplaces, which acquired the platform in 2021.

Homes.com is the first major U.S. real estate portal to focus first on helping homeowners and their agents leverage the marketing power of the internet to bring more potential buyers to their listings. Homes.com's unparalleled content and search capabilities bring millions of buyers and sellers to the site where they can seamlessly connect with agents. On average, Homes.com's Members are winning 60% more listings* because they offer the home sellers a real estate portal that works for them not against them.

The Homes.com Network reached an audience of 108 million average monthly unique visitors in 2025** Consumer brand awareness skyrocketed from 4% to 33% in just one year since CoStar Group launched the industry's largest marketing campaign to date in February 2024, reintroducing the platform to the market. For more information, visit Homes.com.

*Based on internal analyses comparing Members to non-Members on Homes.com.
**Homes.com Network (which includes Homes.com, the Apartments Network, and the Land Network) average monthly unique visitors (108 million) for the year ended December 31, 2025, according to Google Analytics.

About CoStar Group

CoStar Group (NASDAQ: CSGP) is a global leader in commercial real estate information, analytics, online marketplaces, and 3D digital twin technology. Founded in 1986, CoStar Group is dedicated to digitizing the world's real estate, empowering all people to discover properties, insights, and connections that improve their businesses and lives.

CoStar Group's major brands include CoStar, a leading global provider of commercial real estate data, analytics, and news; LoopNet, the most trafficked commercial real estate marketplace; Apartments.com, the leading platform for apartment rentals; Homes.com, the fastest-growing residential real estate marketplace; and Domain, one of Australia's leading property marketplaces. CoStar Group's industry-leading brands also include Matterport, a leading spatial data company whose platform turns buildings into data to make every space more valuable and accessible, STR, a global leader in hospitality data and benchmarking; Ten-X, an online platform for commercial real estate auctions and negotiated bids; and OnTheMarket, a leading residential property portal in the United Kingdom.

CoStar Group's websites attracted over 139 million average monthly unique visitors in the fourth quarter of 2025, serving clients around the world. Headquartered in Arlington, Virginia, CoStar Group is committed to transforming the real estate industry through innovative technology and comprehensive market intelligence. From time to time, we plan to utilize our corporate website as a channel of distribution for material company information. For more information, visit CoStarGroup.com.

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