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# Fathom Holdings Inc. Announces Strategic Partnership with ByOwner to Tap into the Massive FSBO Opportunity

CARY, N.C., Nov. 7, 2025 /PRNewswire/ -- **Fathom Holdings Inc. (Nasdaq: FTHM)**, a national, technology-driven real estate services platform integrating residential brokerage, mortgage, title, and SaaS offerings, today announced a strategic partnership with ByOwner, the leading for-sale-by-owner (FSBO) marketplace (including [ByOwner.com](https://www.ByOwner.com) and [BuyOwner.com](https://www.BuyOwner.com), with over 500,000 monthly visitors). The collaboration is designed to convert FSBO listings that need professional support into high-value full-service listings with Fathom agents.



With roughly 6% of all U.S. home sales listed as FSBO and more than 20% of those eventually converting to full-service representation, this partnership represents a major opportunity. ByOwner's platform will refer FSBO sellers and buyers to Fathom's nationwide network of agents when they're ready for professional assistance. In return, Fathom agents gain access to motivated sellers and buyers, while Fathom Realty earns a larger percentage split for each converted transaction.

"We're excited to partner with ByOwner to unlock this major segment of the market," **said Marco Fregenal CEO of Fathom Holdings**. "FSBO sellers who need extra support now have a direct path into Fathom's full-service platform, and our agents gain high-quality listing and buyer opportunities. This partnership further accelerates our growth and supports our mission to strengthen our position as a leading brokerage across the country."

**Colby Sambrotto, CEO of [ByOwner.com](https://www.ByOwner.com)**, added: "Our mission has always been to empower sellers. With Fathom, we're adding a best-in-class agent option for those who want or need full-service support, giving our sellers and buyers the full range of choice."

## About [ByOwner.com](https://www.ByOwner.com)

[ByOwner.com](https://www.ByOwner.com) is a leading online marketplace that connects property owners directly with buyers and renters, eliminating traditional intermediary costs. Founded to empower homeowners with greater control over their real estate transactions, the platform provides comprehensive listing tools, marketing resources, and support services that make for-sale-by-owner (FSBO) and for-rent-by-owner transactions simple and effective. With thousands of active listings nationwide, [ByOwner.com](https://www.ByOwner.com) serves both residential and commercial property owners seeking to maximize their returns while maintaining full control of the sales or rental

process. For more information, visit [www.ByOwner.com](http://www.ByOwner.com) and [invest.byowner.com](http://invest.byowner.com).

### **About Fathom Holdings Inc.**

Fathom Holdings Inc. is a national, technology-driven real estate services platform that integrates residential brokerage, mortgage, title, and SaaS offerings through its proprietary cloud-based software, IntelliAgent. The Company's brands include Fathom Realty, Encompass Lending, IntelliAgent, LiveBy, Real Results, and Verus Title. For more information, visit [www.FathomInc.com](http://www.FathomInc.com).

### **Cautionary Note Concerning Forward-Looking Statements**

This press release contains "forward-looking statements" that involve risks and uncertainties which we expect will or may occur in the future and may impact our business, financial condition and results of operations. Forward-looking statements are subject to numerous conditions, many of which are beyond the control of the Company, including risks associated with general economic conditions, including rising interest rates; the Company's ability to generate positive operational cash flow; risks associated with the Company's ability to continue achieving significant growth; the Company's ability to continue its growth trajectory while achieving profitability over time; risks related to ongoing and future litigation; and other risks as set forth in the Risk Factors section of the Company's most recent Form 10-K as filed with the SEC and supplemented from time to time in other Company filings made with the SEC. Copies of the Company's Form 10-K and other SEC filings are available on the SEC's website, [www.sec.gov](http://www.sec.gov). The Company undertakes no obligation to update these statements for revisions or changes after the date of this release except as required by law.

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