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# Fathom Holdings Announces Launch of "Elevate" Agent Concierge and Growth Program

*– Company Offers Unmatched Concierge-Level Service for Agents, With the Goal of Driving Agent Productivity and Accelerating Scalable Revenue Growth –*

CARY, N.C., April 2, 2025 /PRNewswire/ -- **Fathom Holdings Inc.** (Nasdaq: FTHM) ("Fathom" or the "Company"), a national, technology-driven, end-to-end real estate services platform integrating residential brokerage, mortgage, title, and SaaS offerings for brokerages and agents, today announced the launch of its highly anticipated Elevate program for Fathom Realty. Elevate is an industry-first initiative designed to help real estate agents significantly scale their businesses through comprehensive marketing, lead generation, transaction support, coaching, and recruiting assistance, Elevate builds upon Fathom's signature agent-centric commission models and delivers a new level of concierge service at a competitive rate.



Elevate is designed to help agents work smarter and close more transactions — driving both agent success and Fathom's overall gross profit growth and path to profitability. The program supports this through two key strategies: potentially increasing the number of transactions for agents who choose to participate and significantly boosting the gross profit and EBITDA per Elevate closing. By introducing this industry-first program and empowering agents to boost their productivity, Fathom is strengthening its competitive position in the real estate industry.

"We're excited to introduce Elevate, a powerful new program designed to lift our agents' productivity and profitability while also giving our agents back their most valuable asset — time," said Marco Fregenal, CEO of Fathom Holdings. "While many brokerages charge 20% to 40% of an agent's commission just to hold a license, Elevate delivers far more for only a low 20% split, such as done-for-you marketing, lead generation, transaction management, and so much more. It's not just about saving time, it's about making every minute more profitable. Not only does this empower our agents to potentially close more deals and operate at a higher level, but it also significantly increases gross profit, EBITDA growth, and improved margins for Fathom on each Elevate closing — creating meaningful value for our shareholders as we scale our agent base and transaction volume."

Elevate is expected to materially increase agent productivity and retention, which in turn can drive higher transaction volume and revenue for Fathom. The newly introduced Elevate program incorporates a 20% commission allocation from agents —added to the current Fathom Realty plans—yet offers a full suite of additional marketing and support features unlike anything previously available in the real estate brokerage space.

#### **Elevate's Concierge-Level Services Include, But Are Not Limited To:**

- **Dedicated Marketing Support:** Expert marketers create done-for-you lead generation, social media management, custom branding, ongoing marketing, and listing promotion.
- **Lead Generation:** Multiple lead sources, automated nurturing plans, personal outreach from our Client Services team, and advanced strategies and analytics to maximize conversion rates.
- **Transaction Management:** Experienced staff who coordinate contracts, monitor deadlines, and work directly with mortgage and title companies, freeing agents to focus on client relationships and closings.
- **Skills Development & Coaching:** Coaching sessions and mastermind groups designed to refine agent skills, foster collaboration, and drive sustainable growth.
- **Recruiting Assistance:** Dedicated resources to help agents grow their downline, including marketing support and specialized recruiter guidance.
- **Priority Access & Support:** Elevate agents gain access to fast-tracked accounting assistance, expedited compliance, and an integrated back-office system to streamline operations.

"For the same 20% fee many of our competitors charge, our agents will get end-to-end services that our competitors simply don't, or can't, offer," added Joshua Harley, Founder of Fathom. "We handle the marketing, lead generation, paperwork, and transaction logistics—empowering agents to spend more time serving clients and, ultimately, close more deals. Marco's vision for Elevate is exciting, and I believe it will transform our industry."

Elevate represents another step forward in Fathom's strategy to build a more efficient, profitable, and tech-enabled real estate platform. As adoption increases, the Company believes the program will help drive stronger unit economics, boost agent-driven transaction growth, and support its long-term financial goals.

Fathom Holdings is not currently providing guidance on Elevate's potential impact on its future EBITDA or other financial metrics. The Company remains focused on rolling out the program across its national footprint, closely monitoring agent adoption and production results.

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

Fathom Holdings Inc. is a national, technology-driven, real estate services platform integrating residential brokerage, mortgage, title, insurance, and SaaS offerings to

brokerages and agents by leveraging its proprietary cloud-based software, intelliAgent. The Company's brands include Fathom Realty, Encompass Lending, intelliAgent, LiveBy, Real Results, Verus Title, and Cornerstone. For more information, visit [www.FathomInc.com](http://www.FathomInc.com).

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

This press release may contain "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; its ability to generate positive operational cash flow; risks associated with the Company's ability to continue achieving significant growth; its 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 Fathom'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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