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Fathom Holdings Acquires START Real Estate to Expand First-Time Homebuyer Program Nationwide

CARY, N.C., Oct. 16, 2025 /PRNewswire/ -- **Fathom Holdings Inc. (Nasdaq: FTHM)**, a national, technology-driven real estate services platform integrating residential brokerage, mortgage, title, and SaaS offerings, has acquired START Real Estate, a residential brokerage dedicated to serving first-time homebuyers.



Headquartered in Colorado, with recent expansion into Utah, START Real Estate's 70 agents are expected to close approximately 400 transactions this year with a mortgage attach rate exceeding 70%. Founded by Randy and Terri Bell, START Real Estate has developed a proven model for guiding first-time buyers through the homeownership journey, a demographic representing one of the largest and fastest-growing segments of the U.S. housing market.

We expect that combining START Real Estate's first-time buyer program with Fathom's proprietary intelliAgent platform, integrated mortgage and title businesses, and national footprint, will scale the first-time buyer program to new markets across the country. In addition, a significant percentage of START Real Estate agents are expected to join Fathom's Elevate plan, further driving transaction growth, agent productivity, and higher-margin recurring revenue opportunities.

"After helping thousands first time home buyers in Colorado and Utah, we are excited to partner with Fathom and leverage our experience with both the intelliAgent platform and the Elevate plan to expand our first-time buyer program nationwide," **said Randy Bell, co-founder of START Real Estate.** "Together, we can help more families realize the dream of homeownership with better tools, support, and guidance at every step."

Marco Fregenal, CEO of Fathom Holdings, commented: "START Real Estate's strong

transaction growth, remarkable mortgage attach rate, and dedicated team of 70 agents are a perfect fit with our strategy of expanding agent and transaction volume while driving higher margins through ancillary services. With many of START Real Estate's agents expected to join Elevate, this acquisition not only enhances our ability to serve a critical segment of the market, but also strengthens our platform with new recurring, high-margin opportunities that support long-term profitable growth."

With nearly 15,000 agents across 43 states and D.C., Fathom is uniquely positioned to integrate START Real Estate's first-time buyer program into its national platform, broadening access to homeownership while creating new revenue streams through mortgage, title, and technology services.

About Fathom Holdings Inc.

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

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. 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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