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## Tech-Powered Real Estate Brokerage Redfin Expands to Asheville, N.C.

### Homebuyers and Sellers Can Now Search for Homes on Redfin Website and App and Work with Redfin Agents

ASHEVILLE, N.C., Jan. 16, 2018 /PRNewswire/ -- (NASDAQ: RDFN) -- Redfin ([www.redfin.com](http://www.redfin.com)), the next-generation real estate brokerage, today announced the debut of its home-buying and selling services in Asheville, N.C. Redfin, which also announced its launch in Connecticut today, has a mission to reinvent real estate in the consumer's favor. Redfin pairs personal service from Redfin agents with technology to create a better home-buying and selling experience that costs less.



Asheville homebuyers can now use Redfin's industry-leading website and [iOS and Android app](#) to search all the agent-listed homes for sale, receive instant updates on their smartphone the moment a new home hits the market and book home tours with Redfin agents with the click of a button. Redfin gives part of its commission to buyers who purchase with Redfin agents.

North Carolinians can sell their homes with a Redfin agent for a 1.5 percent listing fee, subject to a minimum of \$4,500. Redfin agents provide a complete home-selling service including pricing and staging advice, free professional photography, a 3D virtual tour and digital marketing. A North Carolina homeowner selling a \$400,000 home would save \$6,000 working with a Redfin agent compared to the typical 3 percent fee.

Redfin agents already serve homebuyers and sellers in Charlotte, Raleigh/Durham and Greensboro/ Winston-Salem in North Carolina, as well as Greenville, South Carolina. Julie McGee, Redfin Market Manager for North Carolina, expects Asheville buyers and sellers to respond well to Redfin's combination of technology and personal service.

"Redfin has grown quickly across the Carolinas and we expect the same warm reception from consumers in Asheville," said McGee. "Many previous clients have asked us when they might be able to work with Redfin in Asheville and I'm pleased to say that day has arrived."

[Darrell Hess](#), a Redfin agent and broker who is leading Redfin's launch in Asheville, said, "Asheville is a wonderful place to call home. The mountains offer natural beauty and opportunities for outdoor adventure, and the city offers culture and community with its vibrant

music, art, food and craft-beer scene."

Hess has been a real estate agent for eight years and previously worked in north metro Atlanta. He moved to Asheville with his family in 2015 after regularly visiting for more than 15 years.

"Asheville has a thriving real estate market with people moving here for the sense of community, job opportunities and retirement. Western North Carolina remains one of the most sought after second-home markets in the country. Redfin is the first brokerage in this market to offer technology tools, full-service agents and lower fees for clients. I'm very excited to be part of something that is going to be a real benefit to our community and a game changer for the real estate industry here."

With the arrival of Redfin come a host of technology features that benefit both website users and brokerage clients:

1. [Book It Now](#): Ability to instantly schedule a home tour with a Redfin agent with a single click from a browser, iPhone, iPad or Android app.
2. [Redfin Estimate](#): A highly-accurate calculation of the market value of an individual home.
3. [Redfin 3D Walkthrough](#): High-resolution, interactive views from every angle inside homes listed with a Redfin agent.
4. [Instant Updates](#): Smartphone or email notifications when new homes are listed or when prices drop.
5. [Tour](#) and [Offer Insights](#): Real-time statistics and notes from Redfin agents about thousands of homes and offers.
6. [Redfin Matchmaker](#): Software that recommends unexpected listings to Redfin clients.
7. [Deal Room](#): A real-time guide through the closing process, including milestones, deadlines and tasks.
8. [Redfin Open Book](#): A resource for buyers and sellers that includes reviews of lenders, inspectors, title companies, handypeople and stagers, as well as feedback from Redfin agents.

In addition to its technology, what sets Redfin apart from other brokerages is that its agents are employees of the company who are paid a salary and earn bonuses based in part on customer satisfaction- not commissions. Customer reviews for Redfin agents are published on their online profiles.

To find or sell a house and to connect with a local agent visit [redfin.com](https://www.redfin.com). To learn more about working at Redfin and to apply for open positions visit [redfin.com/jobs](https://www.redfin.com/jobs).

### **About Redfin**

Redfin ([www.redfin.com](https://www.redfin.com)) is the next-generation real estate brokerage, combining its own full-service agents with modern technology to redefine real estate in the consumer's favor. Founded by software engineers, Redfin has the country's #1 brokerage website and offers a host of online tools to consumers, including the [Redfin Estimate](#), the automated home-value estimate with the industry's lowest published error rate for listed homes. Homebuyers and sellers enjoy a full-service, technology-powered experience from Redfin real estate agents, while saving thousands in commissions. Redfin serves more than 80 major metro areas across the U.S. The company has closed more than \$50 billion in home sales.

For more information or to contact a local Redfin real estate agent, visit [www.redfin.com](http://www.redfin.com). To learn about housing market trends and download data, visit the [Redfin Data Center](#). To be added to Redfin's press release distribution list, [subscribe here](#). To view Redfin's press center, [click here](#).

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