

# HusmanHagberg®

## Two cooperating rivals

HusmanHagberg started out as two rival agencies in the outskirts of Stockholm, Sweden in 1997. Fast forward to 2021 and the success story of HusmanHagberg is a true fact with more than 100+ brokerages all across Sweden together with the coastline of Spain. Currently one of the largest agencies in Sweden, rapidly increasing their market share from year to year.

### The Results

Data from Adfenix Analytics between jan - jun 2021.

**100%**

increase of website visitors for Adfenix listings

**145h**

hours saved each month

**14%**

CTR - 14X better results than industry average\*

### Adfenix + HusmanHagberg, better together

The partnership with HusmanHagberg was introduced in 2016 and based on our data we have seen that the administration cost around launching marketing campaigns has been reduced. We have also seen a huge increase in website visitors, which in many cases also resulted in more customers visiting each showing, and thereby also increasing the final prices of the listings.

- ✓ 5.3M visningar av HusmanHagbergs kampanjer
- ✓ 470.000 ytterligare besökare till hemsidan

Source: \*Facebook Ad Benchmark for Real Estate, 0.99%.

#### Om HusmanHagberg

One of Sweden's leading real estate agencies with over 100 offices and just over 400 employees in both Sweden and Spain. HusmanHagberg is privately owned and independent of banks and insurance companies. Many of their employees live in the area where they work. With a genuine commitment and a passion for their profession, they win the hearts of their customers.

<b>Employees</b>	170+ Agents
<b>Size</b>	100+
<b>Listings</b>	10.000+ bostäder



#### I love the simplicity

Adfenix is helping me to reach the desired results by just a few clicks.

**William Olsson** – Franchise Owner, HusmanHagberg, Kungälv

**75 000 +**

Agents around the globe have chosen Adfenix to reach, engage, and convert their audiences.