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Redfin Launches Redfin Early Access, Helping Buyers Find Homes Earlier and Sellers Test the Market With More Confidence

New survey finds 83% of prospective home sellers are interested in premarketing their home before a broad market debut

SEATTLE — May 18, 2026 — Redfin today launched [Redfin Early Access](#), a new search category featuring homes buyers won't find on other major real estate sites. Redfin Early Access includes homes that are only on Redfin, plus pre-market listings from Compass International Holdings' portfolio of brands through the [companies' exclusive national partnership](#). Buyers can now find thousands of Redfin Early Access homes on [Redfin.com](#), giving them an early look at homes they can't find elsewhere, while helping sellers test pricing and demand before a broader market debut.

“A lot of homeowners want to sell, but are not ready to commit to full exposure,” said Redfin Chief of Real Estate Services Jason Aleem. “Giving sellers more control over how they enter the market gives them more confidence. Redfin Early Access lets sellers test the market before going all-in, while giving buyers a first look at homes they won't find on other major sites. That's good for sellers, good for buyers and good for a housing market that desperately needs more inventory.”

Redfin Early Access listings do not accrue days on market or publicly display price-drop history, giving sellers and agents the ability to test pricing, gauge buyer demand and refine their strategy before listing more broadly. Redfin Early Access listings get premium placement in search results and are denoted by special icons, so buyers know when a home is unique to Redfin.

All visitors to Redfin's site and app can browse Redfin Early Access listings in search results, favorite and share homes, and connect with the listing agent to learn more or schedule a tour. Buyers can save a search on Redfin and get instant notifications for Redfin Early Access listings that match their criteria.

Redfin Early Access launches as a [Redfin survey finds that 83% of prospective home sellers](#) are interested in listing their home as “coming soon” before a broad market debut. The April survey of 1000 U.S. homeowners suggests many sellers want a lower-pressure way to test the market. Of homeowners who plan to list their home in the future:

- 84% say greater certainty their home would sell would make them more likely to list
- 84% say a more private first step is appealing

- 66% say a clearer sense of what their home would actually sell for would motivate them to list
- 56% say the ability to test pricing is a benefit of a ‘coming soon’ approach

A [recent Redfin analysis](#) estimates that giving homeowners more flexibility to test the market could increase housing inventory as much as 12%.

Visit <https://www.redfin.com/early-access> to learn more and discover thousands of Redfin Early Access listings.

About Redfin

Redfin is a technology-driven real estate company with the country's most-visited real estate brokerage website. As part of Rocket Companies (NYSE: RKT), Redfin is creating an integrated homeownership platform from search to close to make the dream of homeownership more affordable and accessible for everyone. Redfin's clients can see homes first with on-demand tours, easily apply for a home loan with Rocket Mortgage, and save thousands in fees while working with a top local agent.

You can find more information about Redfin and get the latest housing market data and research at <https://www.redfin.com/news>. For more information about Rocket Companies, visit <https://www.rocketcompanies.com>.

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