

CASE STUDY

Client: HOA.com

HOA.com and RESAAS Launch REALTOR Referral Program for Local Market Leaders

Press Release Date: January 15, 2025



Client Overview

HOA.com is a national authority for home services networking and referral partnerships. The company enables real estate agents, mortgage professionals, and home service providers to build trusted local business communities. Through its Certified Home Services (CHS) program and strategic alliances, HOA.com helps professionals increase visibility, authority, and referrals in their local markets.

In partnership with RESAAS, a global real estate technology platform serving more than 500,000 agents, HOA.com launched a new REALTOR referral program designed to expand agent opportunities nationwide.



Challenge

HOA.com needed national visibility and high-authority media placement to support the rollout of the REALTOR referral program. The goal was to reach real estate agents, mortgage lenders, home service professionals, and local business leaders who could benefit from HOA.com's expanded partnership with RESAAS.

The objective was to quickly establish credibility, generate broad awareness, and support agent sign-ups by showcasing the strength of the HOA.com + RESAAS collaboration. SEO was a secondary consideration; the primary purpose of this release was strategic visibility and sales support.



SmartPress Strategy

SmartFinds Marketing developed and distributed a SmartPress announcement highlighting the partnership between HOA.com and RESAAS and the opportunities it creates for REALTORS. The distribution targeted business, real estate, financial, and general news outlets to maximize coverage among industry professionals and decision-makers.

Through GlobeNewswire's network, the release achieved national and international pickup, while post-distribution monitoring provided detailed engagement, visibility, and reach reporting.

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Key Results

Visibility and Engagement

- 13,956 total views
- 1,278 unique readers
- 13,170 desktop readers
- 786 mobile readers
- 289 total link clicks
- 2.07 percent CTR
- 8 search clicks

Media Pickup

- 867 full-text placements
- 10 headline placements
- 105.1M full-text potential reach
- 83.1M headline potential reach
- Pickups across AP News, Yahoo Finance, MarketWatch partner outlets, financial publications, and real estate-focused news sources



Audience Profile

- Strong visibility across U.S. real estate and housing-related readership
- Supplemental engagement from Canada, India, the U.K., Germany, Turkey, and APAC
- High relevance across real estate, business, economic, and professional services categories



Business Impact

This SmartPress release significantly increased national awareness of the HOA.com + RESAAS partnership and strengthened the credibility of the new REALTOR referral program. The volume of placements and multi-million reach provided agents with authoritative proof of HOA.com's national presence and supported outbound sales and recruitment efforts.

The strong visibility also reinforced HOA.com's position as a leader in real estate referral networks and enhanced the rollout of its CHS certification and partner programs.



Summary

SmartPress generated broad national visibility, strong international exposure, and credible media placement for the HOA.com and RESAAS REALTOR referral program announcement. The results helped establish trust, support agent acquisition, and reinforce HOA.com's brand presence across the U.S. real estate market.

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