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REAL ESTATE SITE HELPS HOUSE-HUNTERS AIRBNB BEFORE THEY BUY

 TRAVEL & TOURISM


Real estate website Realtor now links properties to nearby Airbnbs, so house-hunters can try out their new area before they buy.

Airbnb has so far primarily been used by holiday-makers seeking short term accommodation in a foreign city. However a new partnership between Airbnb and the National Association of Realtors will enable potential home-buyers to make use of the expansive network of residential properties too. Realtor's '**Airbnb before you buy**' scheme encourages customers to test out new neighborhoods they are interested in, by living like a local for a short stint, in one of hundreds of listed properties.


300 Union Ave Apt 43, Campbell, CA 95008
 \$518,000 | 2 | 2 Full | 867 Sq Ft | 871 Sq Ft Lot

House Size	867 Sq Ft	Lot Size	877 Sq Ft Lot
Year Built	1979	Price	--
Property Type	Condo/Townhome/Row Home/Co-Op	Stones	1
Style	Other	Garage	Garage
Units	1	Cooling	Unknown
Pool	--	Construction	Wood Frame
Heating	Unknown	Year Renovated	1979
Rooms	5	Roofing	--
Fireplace	--		


airbnb before buying in Campbell #TryBeforeYouBuy



\$65
Charming Room & Bath in Campbell
 Private room • 21 Reviews




\$105
Peaceful and Spacious Zen Retreat
 Entire home/apt • 24 Reviews



\$98
Luxury home in downtown Campbell
 Private room • 20 Reviews

Location



Show Nearby Listings

To take part in the scheme users simply search for properties on Realtor via their website or smartphone app. When they find one they are interested in, the site links them directly to nearby Airbnb rental properties. Realtor are running a sweepstakes to encourage house-hunters to participate, rewarding an Airbnb user with a USD 500 stay each week.

Are there other ways for realtors to use the sharing economy to their advantage?

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Website: www.realtor.com

Contact: www.marketing.move.com/contact-us