



## Homesnap's John Hogan Honored Among HousingWire's 2021 Rising Stars

**BETHESDA, MD, JUNE 1, 2021** -- [Homesnap](#), the leading provider of technology solutions to the real estate industry, today announced that John Hogan, Homesnap Senior Director of Marketing, has been honored as one of [HousingWire's 2021 Rising Stars](#). The Rising Stars program spotlights leaders under the age of 40 who are shaping and driving the mortgage, real estate and fintech industries forward. This is the eighth year that HousingWire has recognized these leaders and out of hundreds of candidates, HousingWire selected only 50 honorees for 2021.

"These Rising Stars are such an impressive group. Their hard work and resiliency is evident in the success they brought to their companies during a year that started off with shut downs and ended up with record origination volume," HousingWire Editor and Chief Sarah Wheeler said. "Usually we think of Rising Stars as the future leaders of housing, but in many cases this year's winners are already leading out in significant ways."

At Homesnap, Hogan works to ensure that its agents understand and take advantage of the value Homesnap provides. When John first joined Homesnap in February 2018, he oversaw the product marketing team responsible for maximizing revenue, conversion rate, and retention for Homesnap's paid products. He quickly demonstrated his expertise and took over Homesnap's entire marketing function in February 2020. Since then, John has grown the team by over 60% and promoted key members. In 2020 alone, the marketing team drove key initiatives that increased overall agent usage of the Homesnap app by nearly 50% and agent adoption of Homesnap Pro+ by over 300%. In addition, the marketing team created Homesnap's demand generation engine that now supplies the sales team with over 1,000 leads per month.

"This award is a testament to John's dedication to, and expert leadership of, the Homesnap marketing team. He has transformed the team into a cohesive, high-performing business unit. John gives each member individual responsibilities and empowers them daily to reach the team's overall goals," said John Mazur, Homesnap President. "John has elevated the marketing function at Homesnap to be one of our highest performing teams."

"I'm honored to be included among this group of inspiring industry leaders," said John Hogan, Senior Director of Marketing at Homesnap. "It's been a challenging year for us all and I'm grateful to have a team that found creative and innovative ways to ensure Homesnap's overall success and productivity. It's been fun to watch."

Each year, the Rising Star winners represent standout professionals in mortgage origination, real estate sales, capital markets and loan servicing. The list includes entrepreneurs, marketers, operations experts and technology innovators. While the winners represent a wide variety of industry functions, they all demonstrate leadership and innovation that inspires not only those within their own organizations, but also in their communities and in the industry at large.

Prior to joining Homesnap, John worked in product marketing at CoStar Group, the largest provider of commercial real estate data and intelligence. He holds a Bachelor's Degree from the University of Dallas and a Master's Degree in Creative Writing from Columbia University.

### **ABOUT HOMESNAP:**

With easy-to-use mobile technology fueled by unmatched, real-time data intelligence, Homesnap has changed the way real estate agents connect with consumers and serve their clients. Homesnap combines people, property and data with enterprise-grade software for real estate professionals to run and grow their business at every stage of the real estate transaction. The industry-endorsed Homesnap platform leverages AI, machine learning and big data from over 500 data sources and over 250 MLSs to provide more than one million U.S. agents with access to powerful mobile software that automates workflow and optimizes the search and sell experience for their clients. With the Homesnap mobile app, the highest rated consumer home search application; Homesnap Pro, the industry-standard mobile business platform for agents; and the Homesnap national home search portal, a joint venture with the industry-backed Broker Public Portal, the integrated Homesnap platform has transformed the real estate business. Homesnap was acquired in November 2020 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces. More information can be found at [www.homesnap.com](http://www.homesnap.com).

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