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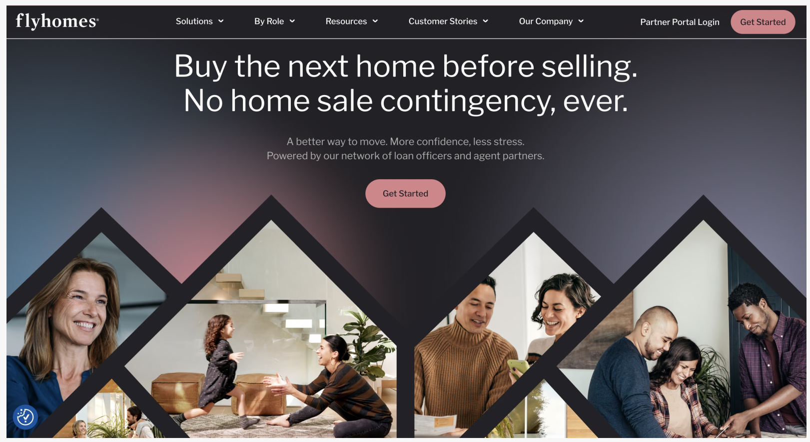
Flyhomes Unveils New Website and Partner Portal to Help Loan Officers Close More Buy Before You Sell Deals

Redesigned digital experience empowers lending partners to market smarter, submit faster and track deals more easily



Welcome to the new Flyhomes.com

SEATTLE, WA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Flyhomes, the leading Buy Before You Sell solutions platform, today launched its newly redesigned website, Partner Portal and expanded Marketing Resource Center to help loan officers and lending partners market Buy Before You Sell solutions more effectively. Lending partners will now be able to submit deals faster and track them more effectively. The new digital experience is now live at Flyhomes.com.

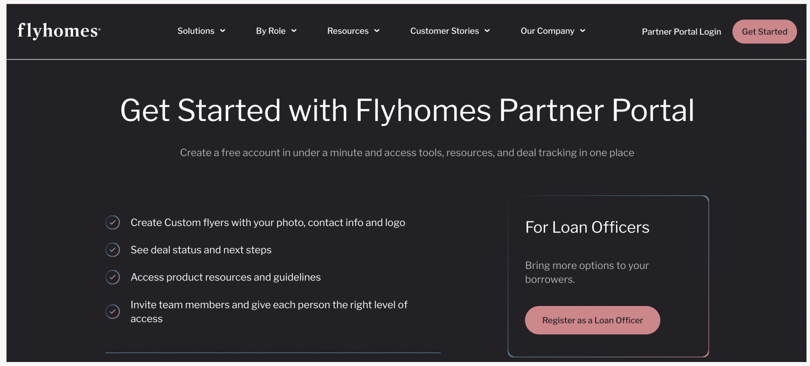
> This launch reflects our commitment to giving our partners the best BBYS solutions, but also the education, marketing support and technology to deliver these solutions with ease and confidence.”
>
> *Tushar Garg, CEO and co-founder of Flyhomes*

The launch brings together three connected parts of the Flyhomes partner experience:

1. Redesigned website with clearer solution education and real-world case studies
2. Partner Portal that gives partners one place to submit and manage deals
3. Marketing Resource Center with ready-made and custom-branded materials.

The new experience is built around a challenge affecting homeowners across the country. Today’s borrowers often have substantial home equity, strong income and a clear reason to move, yet still feel stuck because the traditional homebuying process typically requires selling their current home before purchasing their next one.

These homeowners are not short on equity. They are short on a practical way to tap into that equity and use it for the purchase of their next home.



Get Started with Flyhomes Partner Portal

This challenge has become even more pronounced as elevated mortgage rates leave many homeowners reluctant to give up loans carrying rates between 2% and 5%, while limited inventory and competitive bidding make selling before buying difficult or impractical.

What was once a niche housing challenge has now broken into the national conversation, landing as the lead story on the front page of USA TODAY: 'Buy before you sell' options are remaking real estate. The story underscored just how urgent the problem has become for homeowners whose equity is trapped in their current homes and the need for solutions like Buy Before You Sell.

“Too many homeowners have the equity and the financials to make their next move, but the traditional process still requires them to sell before they can buy,” said Tushar Garg, CEO and co-founder of Flyhomes. “Buy Before You Sell gives loan officers a better way to solve that problem. This launch reflects our commitment to giving our partners not only differentiated solutions, but also the education, marketing support and technology they need to deliver these solutions with confidence.”

The redesigned experience is organized around three promises to Flyhomes partners:

Market smarter. The new Flyhomes website gives loan officers a destination they can share directly with agents and borrowers. Clearer solution pages, audience-specific education and case studies help explain how Buy Before You Sell can address common borrower challenges, including debt-to-income constraints, accessing equity for a down payment, making a stronger offer, downsizing and moving with little or no upfront cash.

The expanded Marketing Resource Center gives partners immediate access to ready-made flyers, email templates and social content without requiring a login. Partners can also request custom flyers featuring their name, photo, contact information and branding through the Partner Portal.

Submit faster. The new Partner Portal gives loan officers one place to start a scenario, submit a deal and move it forward. Saved profiles, saved agent partners and autosaved drafts eliminate the need to repeatedly enter the same information. Product details and recommendations appear in context, while clear next steps show partners what Flyhomes needs at each stage.

Track easier. Partners can view live deal status 24/7, with current and past submissions organized in one place. Status-update emails keep partners informed, while the portal serves as the source of truth, reducing the need to search through email threads or chase updates over calls. Team-management capabilities also allow loan officers to involve assistants and processors in the workflow.

"As Buy Before You Sell becomes a larger percentage of the mortgage market, the experience surrounding the product has to scale along with it," Garg said. "Loan officers should not have to search email threads, repeatedly enter the same information or wonder what happens next. By bringing scenario submission, product guidance, marketing resources and live deal status together in one experience, we are making it far easier for partners to serve more homeowners and grow their businesses."

The redesigned website also introduces partners to Flyhomes DREAM™ Solutions, a framework that connects common borrower needs with the appropriate Buy Before You Sell solution. Instead of requiring loan officers to begin with the mechanics of a specific product, the experience starts with the problem their client needs to solve.

Through the framework, partners can explore solutions designed to help qualified homeowners address debt-to-income constraints, unlock equity, make stronger offers, downsize with greater flexibility or move with little or no upfront cash.

The scale and results of the Flyhomes partner network demonstrate the demand for that flexibility, and the business opportunity it creates for loan officers.
The redesigned Flyhomes website, Partner Portal and expanded Marketing Resource Center are now available at Flyhomes.com.

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About Flyhomes
Flyhomes is the leading Buy Before You Sell solutions platform in the U.S., helping homeowners purchase their next home before selling their current one. Through its wholesale and partner channels, Flyhomes enables lenders, mortgage brokers and real estate professionals to offer solutions that help clients access equity, address debt-to-income constraints, reduce contingency risk and move with greater certainty.

Flyhomes supports a network of more than 40,000 loan officers across more than 300 broker companies and has helped more than 12,000 families move before they sell.

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