

FACT SHEET

Ben Caballero

America's No. 1-ranked individual U.S. real estate agent

HomesUSA.com at a glance

- America's No. 1 seller of new homes as verified by MLS data, specializing in the sales and marketing of newly built homes for production home builders.
- Ranked in the Top 50 brokerages by RISMedia, No. 75 for annual sales volume among 1,000 brokerages by the Real Estate Almanac (T3Sixty), and No. 1 in North Texas by The Real Deal.
- Founded by Ben Caballero, America's No. 1-ranked individual real estate agent since 2013 (RealTrends Verified).
- Serves more than 70 home builders across Texas.
- Combines builder-focused brokerage services with SpecDeck[®], its mission-critical builder technology that manages MLS listings at scale while providing business intelligence, competitive intelligence and turnkey marketing support.
- Publishes the monthly *HomesUSA.com Texas New Home Sales Report*, one of the industry's leading analyses of new-home market activity.

Builder solutions

- Markets new-home inventory through the MLS.
- Manages listing accuracy at scale.
- Expands online exposure for new-home communities.
- Delivers hyper-local business and competitive intelligence.
- Improves builder sales efficiency through AI, automation, expert support and human customer service support.

Industry leadership

- Publishes the Texas New Home Sales Report covering the state's four-largest metro areas: Dallas-Fort Worth, Houston, Austin and San Antonio.
- Tracks six key market indicators using MLS data, including Days on Market (its exclusive *HomesUSA.com New Home Sales Index*), sales, pending sales, active listings, prices, and sales-to-list-price ratio.

Company leadership

[HomesUSA.com](https://www.homesusa.com) was founded by [Ben Caballero](#), a three-time Guinness World Records title holder and America's top-ranked real estate agent for home sales since 2013, according to [RealTrends Verified](#). His record-setting production is powered by the builder-focused brokerage model and the mission-critical builder technology he invented.

Mission

To help production home builders sell homes faster, more accurately and more efficiently through MLS expertise, builder-focused brokerage services and its SpecDeck[®] mission-critical technology.