

Mike Schuett Rejects \$50 Million Buyout Offer, Confirms Plans to Take Housing Market Group Public

Mike Schuett, Founder and CEO of Housing Market Group, has officially declined a \$50 million acquisition offer from a New York-based company reportedly connected to Zillow Inc..



Hong Kong, Hong Kong S.A.R. Apr 16, 2026 ([Issuewire.com](http://www.Issuewire.com)) - Mike Schuett, Founder and CEO of [Housing Market Group](#), has officially declined a \$50 million acquisition offer from a New York-based company reportedly connected to Zillow Inc..

The offer, which surfaced following increasing global traction of Housing Market Group's real estate ecosystem and advertising platform, was carefully reviewed but ultimately turned down as Schuett reaffirmed his long-term vision for the company.

"While we appreciate the interest and recognition of what we are building, our journey is far from complete," said Mike Schuett. "Housing Market Group is in a strong growth phase, and we believe the true value of our ecosystem will be realized over the coming years as we continue expanding globally."

Housing Market Group has rapidly established itself as a unique player in the proptech space, combining real estate marketplaces, [CRM](#) tools, and its proprietary advertising platform, [Housing Market Ads](#), into a unified international ecosystem. With operations spanning 17 countries and multiple languages, the company continues to scale its footprint and user base at an accelerated pace.

[Mike Schuett](#) confirmed that instead of pursuing an early exit, the company is preparing for a public listing within the next four to six years.

["Our focus is on building a long-term, sustainable global business," Schuett added. "Going public will allow us to expand even further, strengthen our infrastructure, and bring more value to our partners, investors, and users worldwide."](#)

Industry analysts have noted that the rejected offer signals strong internal confidence in Housing Market Group's valuation trajectory, especially as demand grows for targeted, intent-driven real estate advertising solutions.

The company has also hinted at further international expansion plans, including new strategic markets and product innovations designed to enhance its ecosystem and advertising capabilities.

Media Contact

Housing Market Group

*****@housingmarketgroup.com

+852 5808 0333

Level 10, Champion Tower 3 Garden Road

<https://housingmarketgroup.com>

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