HOUSING MARKET GROUP

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Housing Market Academy Handbook

For real estate professionals

Edition November 2026

PART 1	Getting started
PART 2	Courses and your certificate
PART 3	Webinars

A Housing Market Group product · housingmarketacademy.com

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BETA

Housing Market Academy is new and is in Beta. Currently updating: buying a course or a webinar seat that has no confirmed price yet, a webinar recording that is not ready, and course text in languages other than English. Lesson videos are still being added.

PART 1

Getting started

1 What Housing Market Academy is

2 Create an account and sign in

1 CHAPTER 1

What Housing Market Academy is

OVERVIEW

A Beta learning service for real estate professionals: courses on getting customers, handling leads and winning business, and live webinars. You use the app at app.housingmarketacademy.com.

Housing Market Academy teaches real estate professionals how to get customers, handle leads and win business. It has courses made of lessons and quizzes, and live webinars. You take them in the Academy app at app.housingmarketacademy.com, at your own pace.

Some courses and webinars are free and some are paid. Every paid course is bought once, on its own. There is no subscription and there are no bundles.

You sign in with your Housing Market account, the same one you use for every Housing Market product. When you finish the required courses you can claim a certificate. The Academy is new and is in Beta, and some parts are currently updating. The answers in this section say which.

From the Help Center: **What is Housing Market Academy?**

2 CHAPTER 2

Create an account and sign in

OVERVIEW

Use your Housing Market account. If you do not have one, create it in the Academy app and confirm your email address with the link we send you. Then sign in with your email address and password.

- Open app.housingmarketacademy.com and choose Sign up, or Log in if you already have a Housing Market account.
- To create an account, enter your email address and a password, then open the link we email you to confirm the address.
- To sign in, enter your email address and password.

It is one account for every Housing Market product, so if you already have a Housing Market account with that email address you log in with it instead of creating a second one.

If you forgot your password, choose Forgot your password on the sign-in page. We email you a link to choose a new one. If your email address is not confirmed yet, you can ask for a fresh link at any time, so you are never locked out.

If you turned on an authenticator app for your Housing Market account yourself, the Academy asks for the six-digit code after your password. If you did not, your password alone is enough. The Academy does not have its own screen for turning the authenticator app on.

From the Help Center: **How do I create an account and sign in to Housing Market Academy?**

PART 2

Courses and your certificate

3 The course catalogue

4 Lessons, quizzes and My learning

5 Buy a course

6 Get your certificate

3 CHAPTER 3

The course catalogue

OVERVIEW

The catalogue has free and paid courses on business skills for agents. Anyone can browse it without signing in; the course text is in English.

The Academy catalogue is open to everyone at app.housingmarketacademy.com, so you can read about a course before you sign in. Each course page says who the course is for, what you will be able to do after it, and the modules and lessons it contains.

The courses are about the business of being an agent: getting customers, handling and following up leads, winning listings, pricing properties, negotiating, personal branding, and using Housing Market tools well. Some courses are free and you can start them with one click after you sign in. The others are paid and are bought once each.

The text of a course is in English. The Academy screens around it are shown in your language, and course text in other languages is currently updating. Some course pages carry a short note that is worth reading before you buy, such as a disclaimer on a course about a subject where rules differ by country.

From the Help Center: **What courses does Housing Market Academy offer, and which are free?**

4 CHAPTER 4

Lessons, quizzes and My learning

OVERVIEW

My learning lists what you own with your progress. You read each lesson, mark it as done, and finish the course with a quiz or final assessment that you can retake.

My learning shows every course you have bought or started, with the share of lessons you have finished. Open a course to see its modules and lessons, and pick up where you stopped.

- Each lesson has a written lesson. Lesson videos are being added: when a lesson has one it plays above the text, and when it does not the page says video lessons are being added.
- Choose Mark as done when you have finished a lesson. Your progress is saved on your account.
- Some courses have a short quiz at the end of each module. These are practice and never stop you from finishing.
- A course ends with a final assessment or a quiz. The final assessment opens when every lesson is done. The page tells you the percentage you need, you can retake it, and wrong answers are explained.

A course counts as finished when every lesson is marked done and the final assessment or quiz is passed. Webinars you registered for and recordings you can watch are in My learning too.

From the Help Center: **How do lessons, quizzes and My learning work in Housing Market Academy?**

5 CHAPTER 5

Buy a course

OVERVIEW

Open the course, choose Buy, review the one-time payment and pay by card. The course unlocks when the payment is confirmed. A course with no confirmed price shows Currently updating.

- Sign in, open the course page and choose Buy. The price is shown on the page.
- Review your purchase. It is one payment: nothing renews and nothing else is added.
- Choose Continue to payment and pay by card in the form on the page.
- When the payment is confirmed, the course appears in My learning. If it does not appear at once, reload the page.

A paid course can be bought only when its page shows a price and a Buy button. While a course has no confirmed price yet, its page shows Currently updating and cannot be bought. If the payment page cannot be reached, you have not been charged and you can try again.

A free course has no card step. Choose Start the course after you sign in. Every purchase is for one course only: there is no subscription, no bundle and no coupon.

From the Help Center: **How do I buy a Housing Market Academy course?**

6 CHAPTER 6

Get your certificate

OVERVIEW

You can claim the certificate after you finish every required course. Staff choose which courses are required. The certificate has a public check page that anyone can open.

The Certificate page in the Academy app lists the courses that are required and the ones you still need to buy and finish. Staff choose which courses are required, and the list is shown to you there. When every required course is finished, the page says you can claim your certificate.

- Choose Issue my certificate. The name on it is the name on your Housing Market profile, so add your name there first if the page asks for it.
- Download the PDF, or copy the verification link shown next to it.
- Anyone with the verification link can open the public check page. Its address ends with the certificate code that is printed on the PDF.

The check page shows whether the certificate is valid, the name of the holder, the issue date and the required courses completed. Nothing else about you is shown. If a certificate is withdrawn, the page says it is no longer valid.

The certificate says it was issued by Housing Market Academy. It is not a licence, it does not give credit towards one, and it is not recognised or approved by any authority.

From the Help Center: **How do I get the Housing Market Academy certificate, and how can someone check it?**

PART 3

Webinars

7 Register for a webinar

8 Watch a webinar recording

7 CHAPTER 7

Register for a webinar

OVERVIEW

Webinars are live online sessions for real estate professionals. Free sessions need only your Academy account, and a paid session is a one-time ticket per seat. Each session is a Microsoft Teams meeting.

The Webinars page of the Academy app lists the upcoming sessions. There are free sessions, such as a live demo of a Housing Market product with your questions answered, and paid sessions on skills from the courses. If nothing is scheduled the page says there are no sessions right now.

- Open a session and choose Register for free, or Buy a seat for a paid session. You need to be signed in.
- After you register the app confirms it and tells you a confirmation is on its way to your email. The session page has an Add to calendar button.
- The session is a Microsoft Teams meeting. The Join the session button opens 30 minutes before the start, and the join link is not shown on the page before then.
- Times are shown in the host time zone, which the page names, so convert to your own before you plan.

To give up a seat, choose Cancel my seat on the session page. Cancelling a free seat frees it, and you can register again while seats are open. Cancelling a paid seat does not refund the payment automatically: write to support and name the session. Buying a seat shows Currently updating on a session until it can be bought.

From the Help Center: **How do Housing Market Academy webinars work?**

8 CHAPTER 8

Watch a webinar recording

OVERVIEW

Where our team has added a recording, people who registered find it in My learning, and anyone can buy it. A session without a recording says so.

After a session ends, our team can add a recording to it. Not every session gets one. When a session has ended and has no recording, its page says that no recording is available.

- If you registered for the session, the recording appears in My learning, under Your recordings, and on the session page, as a Watch the recording button.
- If you did not register, the session page offers the recording for sale at the same price as a seat. Choose Get the recording and pay by card, in the same way as a course.
- If the recording is shown as Currently updating, it cannot be watched or bought yet.

Recordings are for the person who owns them and are played from a private link that expires, so they are not public videos.

From the Help Center: **Can I watch a Housing Market Academy webinar afterwards?**

Need more help?

Every explanation in this handbook comes from the Help Center.

HELP CENTER
faq.housingmarketgroup.com
Answers about every Housing Market Group product

CONTACT US
faq.housingmarketgroup.com/contact
Write to the support team

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