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The Great American Home Search: Redfin's Big Game Debut Kicks Off a Scavenger Hunt for \$1 Million Home

Download the Redfin app now to prepare for a search that starts at the Big Game and spans the country to win a million-dollar home

DETROIT, February 4, 2026 — Redfin, part of Rocket Companies (NYSE: RKT), today announced [The Great American Home Search](#) — a nationwide activation that transforms the Big Game into a life changing opportunity to win a home valued at more than \$1 million. To play, download or update the Redfin app to participate in this never-been-done-before scavenger hunt.

The search begins at 8 p.m. ET, moments after Rocket and Redfin's Big Game spot airs on February 8. Over the following 48 hours, Redfin will release six app-exclusive prompts that guide players to the million-dollar home shown which appears directly in the commercial. By using Redfin's search tools and filters, players will embark on a hunt within the app. The winner is the first eligible participant to solve all six clues and identify the home.

The Great American Home Search was designed to engage audiences beyond simply watching an ad. Redfin partnered with Trevor Rainbolt, the world's largest geography and geoguessing creator, to design the game's clues. Drawing on his ability to identify locations from small details, Rainbolt helped craft prompts that challenge internet sleuths while remaining approachable for first-time players.

"Today's consumers across every demographic are seeking meaning and participation, not just messages. To deliver real impact and justify an investment as significant as the Big Game, brands must create experiences that invite people in, spark belief, and earn attention through action," said Jonathan Mildenhall, Chief Marketing Officer of Rocket Companies. "At Rocket, we hold ourselves to a never-been-done-before standard, rooted in generosity and cultural relevance. The Great American Home Search is not just an activation. It's an idea big enough to change the life of one American family, help create generational wealth, and remind the country what home ownership can still mean."

The experience builds on the message first introduced in Rocket and Redfin's Big Game teaser, featuring Lady Gaga performing Fred Rogers' timeless theme song, "Won't You Be My Neighbor?" The campaign reframes the timely topic of neighborliness as a modern civic value and extends that message beyond advertising into action.

The campaign is grounded in a reality many Americans know well: homeownership has become harder to achieve and confidence in the journey has eroded. Rocket and Redfin

designed the Great American Home Search to reignite aspiration while continuing to focus on making the path to homeownership clearer and more accessible for everyday buyers with things like Rocket preferred pricing and technology innovations.

No purchase necessary. Open only to legal residents of the 50 United States and D.C. who are at least 18 in most states (19+ in NE and AL, 21+ in MS). The contest is only available in the Redfin mobile app; data rates may apply. Visit TheGreatAmericanHomeSearch.com for official rules, how to participate, prize details and requirements.

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About Rocket Companies

Founded in 1985, Rocket Companies (NYSE: RKT) is a Detroit-based fintech platform including mortgage, real estate and personal finance businesses: Rocket Mortgage, Redfin, Mr. Cooper, Rocket Homes, Rocket Close, Rocket Money and Rocket Loans.

With details from more than 65 million calls with clients each year, 30 petabytes of data and a mission to Help Everyone Home, Rocket Companies is well positioned to be the destination for AI-fueled homeownership. Known for providing exceptional client experiences, J.D. Power has ranked Rocket Mortgage #1 in client satisfaction for primary mortgage origination and mortgage servicing a total of 23 times – the most of any mortgage lender.

For more information, please visit our [Corporate Website](#) or [Investor Relations Website](#).

About Redfin

Redfin is a technology-driven real estate company with the country's most-visited real estate brokerage website. As part of Rocket Companies (NYSE: RKT), Redfin is creating an integrated homeownership platform from search to close to make the dream of homeownership more affordable and accessible for everyone. Redfin's clients can see homes first with on-demand tours, easily apply for a home loan with Rocket Mortgage, and save thousands in fees while working with a top local agent.

You can find more information about Redfin and get the latest housing market data and research at <https://www.redfin.com/news>. For more information about Rocket Companies, visit <https://www.rocketcompanies.com>.

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