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TEAM

Founder and CEO Ed Kushins
President Jim Pickell

ABOUT

Founded in 1992 by Ed Kushins, HomeExchange.com is a pioneer and promoter of the “collaborative consumption” movement. Today, it has evolved into the largest and fastest-growing, international, online, home-exchange travel company. Estimates in 2015 are that the site's 65,000-plus members in more than 150 countries will make at least 130,000 home swaps through the sharing platform, in turn saving members over 50% on travel expenses and accommodation. HomeExchange.com safely and easily connects members all over the world, delivering memorable and authentic vacation experiences. To date, HomeExchange.com has facilitated approximately 1 million property swaps.

HISTORY

As an avid traveler, Kushins often found himself lamenting both the expense of accommodations and the lack of cultural immersion possible through traditional hotels and resorts. In 1992, he therefore compiled a list of houses open for travelers eager to indulge in local culture and cut travel costs. He published a quarterly printed catalog of the available properties, which was mailed to members, who were encouraged to contact each other directly. Three years later, Kushins introduced the business online as HomeExchange.com, a feature-rich and simple-to-use home-sharing website that made the portfolio available to a wider, globe-spanning market. HomeExchange.com became a pioneer in the sharing economy, bringing together a network of like-minded travel enthusiasts keen to explore the world one home exchange at a time.



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HOW IT WORKS

As a true peer-to-peer sharing platform, HomeExchange.com allows travelers to open their homes to one another. New members begin by listing their own properties for other community members to consider as they ponder travel destinations. Member communication is a key component of the HomeExchange.com process, as members send direct email inquiries to one another to determine compatibility and evaluate options. After exchanging homes, members are encouraged to write reviews that highlight information others in the community might find helpful. A yearly membership fee of \$150 provides access to an unlimited number of exchanges, essentially allowing members to stay in the homes of their choice for no additional cost beyond the flat yearly rate. HomeExchange.com also hosts a collection of luxury properties and one-of-a-kind villas listed on HomeExchangeGOLD.com, available for a yearly membership fee of \$500.

THE COMMUNITY

With a community of more than 65,000 members, HomeExchange.com is available in 15 languages with listings in more than 150 countries worldwide, including the United States, Canada, the United Kingdom, France, Spain, Italy, Germany, the Netherlands, Denmark, and Australia, with an increasing presence in places like Mexico, Brazil, New Zealand, Argentina, Thailand and China. Exchanges take place on a daily basis in major metropolitan cities like Paris, London, New York, Barcelona, Rome, Madrid, Amsterdam, Copenhagen, Sydney, Montreal, Milan, Dublin, and Stockholm. Fostering member engagement, HomeExchange.com's Director of Global Community Keghan Hurst works to understand members' needs and concerns, as well as to promote trust within the community. The role was created specifically to address the ever-growing community, facilitate member engagement and interaction, and ensure that all members are aware of the thousands of unique options and adventures available to them.

THE DIFFERENCE

HomeExchange.com is a peer-to-peer network, facilitating direct contact between members as they explore the possibilities of home exchange. The relationships created in the process build familiarity and trust, which are key tenets of the community. Tools to support transparency on HomeExchange.com include:

Detailed Member Profiles to connect homes to faces

Verification and Moderation of phone numbers, email addresses, and social media accounts for added safety

Exchange Reviews to see where and with whom potential partners have exchanged in the past, and what those experiences were like

Secure Messaging System that enables members to contact each other without revealing their personal contact information; members stay in full control of contact and home details

Local Support Team available to members through phone, email, and chat via the website



HOMEEXCHANGE.COM BY THE NUMBERS

Number of active paying members	65,600
Membership growth between 2005 and 2015	x 10
Number of countries in the community	151
Number of bedrooms	192,000
Number of people accommodated in 2015	327,000
Estimated number of home exchanges since 1992	1 million +
Number of home exchanges facilitated in the last 12 months	138,000
Number of bed nights facilitated in the last 12 months	15,050,000
Money saved on accommodation in the last 12 months	\$315,000,000

Top 10 countries by number of listings

USA
France
Spain
Canada
Italy
Australia
The Netherlands
United Kingdom
Denmark
Germany

Top 10 most popular destinations in the last 12 months by country

USA
France
Italy
Spain
United Kingdom
Canada
Germany
The Netherlands
Australia
Portugal

Top 10 most popular destinations in the last 12 months by city

Paris
New York
London
Amsterdam
Berlin



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Barcelona
Copenhagen
Stockholm
Rome
Montreal

THE COLLECTIONS

To aid in the search for vacation home exchanges, HomeExchange.com curates lists of available properties based on types of travelers and styles of trips. Collections include: Romantic, Family Fun, Ski, Pet-Friendly, Beach & Surf, Gourmet Paradise, Golf Trips, and Arts & Culture.

AWARD

Inc. 500/5000 list 2011, 2012, 2013, 2014

November 2015: "Best Website for Booking Your Stay" - USA Today's 10Best

<http://www.10best.com/awards/travel/best-app-website-for-booking-your-stay/>

MEMBERSHIP

Yearly membership dues: \$150.00

Offers unlimited access to home listings and swaps anywhere in the world; billed annually as one sum



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Ed Kushins Founder and CEO

The enthusiastic founder and CEO of HomeExchange.com, [Ed Kushins](#) has grown the business from humble beginnings – the first collection of property pictures and listings was displayed in a three-ring binder – into the world's leading international, digital home-exchange platform. Established in 1992, the company helped pioneer the concept of the “sharing economy” and was among the first businesses to adopt a “collaborative consumption” model. Today Kushins remains committed to his vision of HomeExchange.com as a great way to save money and experience a destination through the eyes of locals. Through HomeExchange.com he believes he is making the world a smaller, more personal place, especially as people open themselves up to new travel opportunities and experiences.

As a submarine officer in the Navy, Kushins developed a passion for international travel. It continued when he was the marketing director for an airline and grew through his years as a start-up entrepreneur. However, it wasn't until the California native did his first exchange, while vacationing with his young children in Washington, DC, that he realized how convenient the concept of home sharing is for traveling families. Today he advocates his love of this style of travel with the support of a 50-person team dispersed around the world and with the HomeExchange.com community of more than 65,000 like-minded members. Kushins' passion for home sharing – he continues to exchange his own home each year – has led to lifelong friendships with his exchange partners. Kushins is an outspoken expert on the sharing economy and the principles underpinning true peer-to-peer networks. He has spoken at seminars, on panels, and at conferences around the world, including at the 2014 OuiShare Festival in Paris.

Kushins is an active member of Rotary International and a longtime supporter of the Wounded Warrior Project. When he's not roaming the globe with his wife, Terry, Kushins stays active by golfing, biking, hiking, and swimming in Hermosa Beach, California

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Jim Pickell
President

Jim Pickell is President of HomeExchange.com, an advisor, angel investor and frequent speaker on the sharing economy and the future of travel. He joined [HomeExchange](http://HomeExchange.com) as the chief operating officer in 2012 and immediately spearheaded three acquisitions, helping to double the company's membership, currently comprising 66,000+ listings around the world.

Previously Pickell founded several companies including OpenEnglish.com, Latin America's leading online language school, now with more than 2,000 employees. He served as Senior Vice President of Sony Connect, where he led the digital distribution of films, music and ebooks. He started his career as an attorney focused on mergers and acquisitions, but ultimately sought to collaborate with like-minded thinkers and pursue ideas that influence positive change. His quest led him to HomeExchange.com, first as a member and now as a core part of what he calls "a 24-year-old startup."

Pickell's wanderlust has taken him to more than 35 countries, including short residencies in Italy—his wife's home country—Japan, Mexico, and the U.K. He and his wife participate in authentic local experiences whenever they travel and value the relationships they have formed as a result. The



couple recently celebrated the birth of daughter, Madison, inside an exchange home—a first for the company. That swap evolved into a long-term stay and a deep friendship with the owner.

Pickell is a member of the board of the Family Travel Association and Adjunct Professor of Entrepreneurship at the Argyros School of Business and Economics. Pickell holds a degree in economics from UC Berkeley, a law degree from Loyola Law School, and an MBA from the Anderson School at UCLA.

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[Video Jim Pickell](#)

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