U.S. Figure Skating Partners with HomeLight to Bring Scoring Insights to Fans

*HomeLight brings their data-driven methodology to the figure skating score board as the official sponsor of U.S. Figure Skating Scoring Insights.*

SAN FRANCISCO (PRWEB) January 24, 2019 -- U.S. Figure Skating announced today a partnership with HomeLight, a San Francisco based technology company that is the world’s leading marketplace for connecting home sellers with the best real estate agents.

The partnership includes the presentation of the “HomeLight Scoring Insight,” a feature in each telecast that will educate fans about the scoring system. The feature will debut during U.S. Championships’ broadcasts and continue throughout the remainder of the season during NBC and NBCSN’s coverage of figure skating.

HomeLight will also present the “scoring bug” on NBC and NBCSN broadcasts of the 2019 GEICO U.S. Figure Skating Championships taking place in Detroit, MI, January 18-27. This on-screen graphic provides fans with real time scoring data as judges marks are entered and skaters build their technical score throughout a program.

“We are extremely happy to welcome HomeLight to our family of partners as we head into our premiere event of the 2018-19 season,” said U.S. Figure Skating Chief Marketing Officer Ramsey Baker. “HomeLight understands the importance of connecting our fans with information that will make their viewing experience more enjoyable, just like they understand how to connect homeowners with the best real estate agents when they’re selling their home.”

In addition to the on-air features and data driven on-screen scoring graphics, the partnership will also include a robust television media package throughout the remainder of the 2018-19 figure skating season and opportunities for HomeLight and top agents in the country to connect with U.S. Figure Skating members.

“We are proud to be joining the U.S. Figure Skating family as an official sponsor this season. We know that figure skating fans are interested in how athletes are scored during a competition and our ‘HomeLight Scoring Insight’ feature will bring more appreciation of the criteria that go into the judges’ scores. At HomeLight, we use data to provide homeowners with information about top real estate agents; and we’re excited to bring similar insights to the US. Figure Skating Championship.” said John Van Slyke, HomeLight’s Vice President of Marketing.

You can watch the championships on NBC and NBCSN starting Thursday, January 24 with the pairs short program on NBCSN starting at 5 p.m.

– U.S. Figure Skating –

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, school-affiliated clubs and more than 1,000 registered Learn to Skate USA programs representing more than 192,100 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials,
sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed.

– About HomeLight –

HomeLight is the world’s leading marketplace for connecting home sellers with the best real estate agents. HomeLight’s algorithm uses real transaction data and matches homeowners with agents proven to sell homes faster and for more money. These data-driven matches provide objective, personalized recommendations that accurately reflect past performance and success. HomeLight has information on over two million agents and actively works with over 35,000 of them. With offices in San Francisco, Seattle, and Phoenix, HomeLight conducts business nationwide. HomeLight is backed by Zeev Ventures, Menlo Ventures, SGVC, Citi Ventures, Bullpen Capital, Crosslink Capital, Montage Ventures, GV, Innovation Endeavors and more. For more information, visit www.homelight.com.
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