
MEDIA KIT

Company Profile

People Like Us is an Australian home exchange community, founded in 2018 and now one of the largest in the world, with more than 10,000 homes across 120 countries. It is also the most trusted: rated 4.9 on Trustpilot, it is the highest-rated home exchange community anywhere. Around 45% of its homes are in Europe, 35% in North America and 10% in Australia and New Zealand, with the rest spread across the world.

What sets People Like Us apart is not its size but its spirit. It is a community-led network in the truest sense, shaped by its members, grown by word of mouth, and run for the love of the way of travelling it makes possible. Its members do not simply use the platform; they help build it, welcoming newcomers, sharing advice, and setting the tone of trust and generosity that holds the whole thing together. People Like Us also runs the most popular and fastest-growing home exchange group on Facebook, where more than 70,000 members swap stories and advice about this way to see the world.

That community-led approach is also why People Like Us keeps evolving. As the community has grown and its members have travelled further and more often, the platform has grown with them, listening closely and building the things members actually need. Its most recent step is matching that reads members' own words in the Community Feed and quietly connects the people who fit, so the right exchange finds you rather than the other way around.

The story

People Like Us began, as the best ideas often do, over a conversation on a trip. In 2016, Drew Seitam, his wife and co-founder Kathy Leach, and their son were travelling through Europe and talking about what life might look like once school was behind them. They dreamed of travelling overseas for three to six months at a time, of staying somewhere long enough to pick up the language and get to know the neighbours. The conversation turned, as these ones do, to how they would afford it, and the answer was home exchange.

They could have simply joined an existing network. Instead they had a more interesting idea: to build their own. They already knew people all over the world, and the thought of running their own community, on their own terms, was too good to pass up. And so People Like Us was born.

The philosophy

In Drew Seitam's words:

"People Like Us is a diverse group of people from all over the world, with all kinds of home exchange experience, but we share a common set of values: sharing, trust, generosity and respect. We take pride in our homes, and we care about the world we live in, from our own street to the whole planet. We do this because we love the experience, and the friendships it creates."