



GENOME SWEET HOME

- SpareRoom pioneers 'Roommate DNA-Personality' testing to help create the first DNA-matched apartment share –

- **The DNA Roommate Matchmaking service looks at how DNA determines our personality traits**
- **As part of the service, prospective roommates in the UK receive a housemate DNA kit, provide a saliva sample and take an online personality test - in return they're shown how their DNA influences their personalities and suggests the perfect blend of characters to live with**
- **SpareRoom is aiming to use the service to create the first DNA-matched apartment share**
- **To find out more, you can visit SpareRoom's [Facebook Page](#)**

Finding the right mix of roommates is essential in creating a happy apartment share. However, it can be challenging to find the perfect blend of personalities that truly 'click' with one another. Today, the process may become much easier with the news that leading apartment sharing site SpareRoom is pioneering the use of DNA personality testing in roommate matchmaking in the UK, paving the way for the world's first DNA-matched roommates.

SpareRoom's DNA Roommate Matchmaking service has been made possible by building on technology designed by Swiss-based Karmagenes who launched a self-testing kit that offers analysis of an individual's character based on their DNA profile. The genetic analysis is built on extensive international scientific findings showing that up to 60% of our personality is influenced by DNA, with the rest being affected by environmental factors.

Subsequently, by trialling the use of a DNA testing kit to reveal not only how DNA determines personality, but also the types of character traits a person is best suited to living with, SpareRoom is giving people the chance to find their perfect harmonious apartment share - with nothing more than a swab of saliva and a quick psychometric questionnaire.

The DNA Roommate Matchmaking Kit, which has been created in partnership with Karmagenes, uses an algorithm that matches specific DNA characteristics to personality traits. Recipients of the kit simply provide a saliva swab and then take an online psychometric test. In return, they're provided with a detailed report about their personality and how their genetics influence it – looking at 14 characteristics, including spontaneity, optimism, stress tolerance, risk-taking, self-awareness and confidence.

From a chatty extrovert with high confidence finding they're suited to living with a more relaxed introvert, to an indecisive thinker seeking out a risk-taker who'll encourage them to shop around for the best deal on energy suppliers: the purpose of matching by genetics is to reveal complementary personality traits and increase the likelihood of a harmonious group living environment.

Matt Hutchinson, Communications Director at SpareRoom, said: "Although apartment sharing can be an amazing experience, it depends on getting the balance of people right, which can feel like a game of trial and error. We want to help our users have the happiest experiences of sharing they possibly can, so we're offering DNA kits to see if we can bring a little science to bear on the process.

“There’s no such thing as the perfect roommate, but understanding a little more about yourself, and knowing how to pick your roommate to match your personality will help you find the perfect balance for you.”

Kyriakos Kokkoris, CEO and Co-Founder of Karmagenes added: “Our genetic make up influences who we are as people and can have a real impact in shaping our behavior. Karmagenes’ insights help people understand themselves better and allow them to apply the findings to their daily lives, in this case helping to find the ideal roommate to live with. Together with environmental factors, behavioural genetics show that personality traits are indeed influenced by our DNA, making SpareRoom’s DNA Roommate Matchmaking kit a useful and meaningful social tool. We’re excited at its potential to transform group living environments and even pave the way for the first apartment share where all the roommates have been matched by genetics.”

SpareRoom is currently conducting a trial of DNA Housemate Matchmaking kits in the UK. To find out more you can visit SpareRoom’s [Facebook Page](#).

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About SpareRoom

Launched in the UK in 2004, SpareRoom is the UK’s biggest roommate site (and third biggest real estate site overall). In 2016 SpareRoom made its roommate-finding service available across the US, with a particular focus on key cities: Boston, Chicago, Dallas, Detroit, Las Vegas, Los Angeles, Miami, New York, Philadelphia, Phoenix, San Diego, San Francisco, Seattle and Washington DC. SpareRoom has already helped almost half a million people in the US.

SpareRoom is available via iOS and Android apps as well as online. Every SpareRoom ad is moderated, both by automated systems and real people checking ads. SpareRoom also features video profiles, giving people a better way to meet their new roommates.

SpareRoom runs weekly Speed Roommating events in Manhattan and Brooklyn, where roommates can meet face to face.

About Karmagenes

Karmagenes is a Swiss start-up that offers a DNA test which through a simple saliva sample, analyzes a set of specific DNA regions that have been identified to affect human behaviour. To ensure the necessary balance between Nature and Nurture, the results of the DNA test (Nature) are complemented by its custom KG5+ assessment tool (Nurture).

Karmagenes embraces the idea of DNA based diversity from an entirely positive perspective, and with a strong desire to deliver its users outstanding value by helping them better understand themselves, realize their true potential so they can then make better life decisions.