



# Purplebricks Analysis & Insight FY1819

June 2019

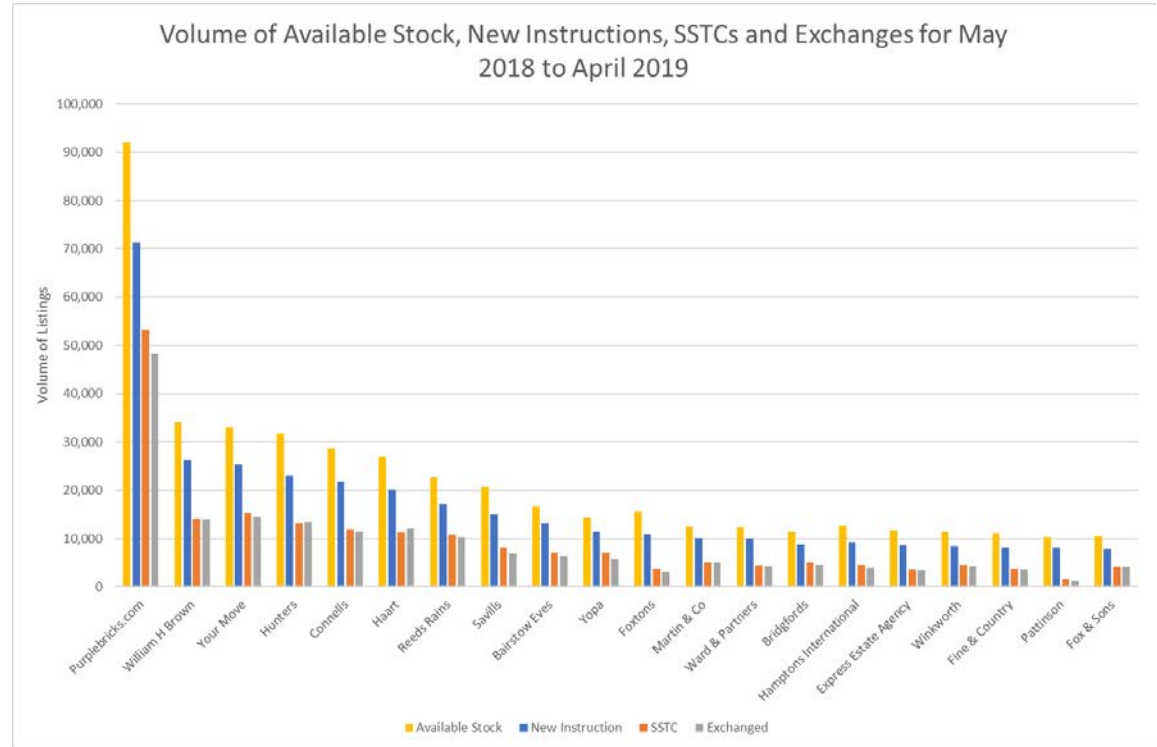
# Assumptions

Assumptions surrounding this analysis is as follows:

- TwentyCi will include information on Sales only and this does not cover the Lettings or Commercial listings marketplace
- TwentyCi will utilise all of our listings information which we firmly believe that this is the most comprehensive source of information in the UK
- TwentyCi will be providing insights on the most up-to-date data available, but specifically focusing on Purplebricks financial year May 2018 to April 2019 (FY1819)
- TwentyCi have excluded listings from New House Builders and Homewise, despite the fact that they advertise on all the main Property Portals. We have also excluded listings from selected other companies that are not estate agents as such, for example Homewise
- Much of the analysis has been carried out using the top 50 Estate Agent Brands in the UK. In terms of New Instructions in FY1819, this is 25.9% of the whole of the UK market

# Volume of Listings in FY1819

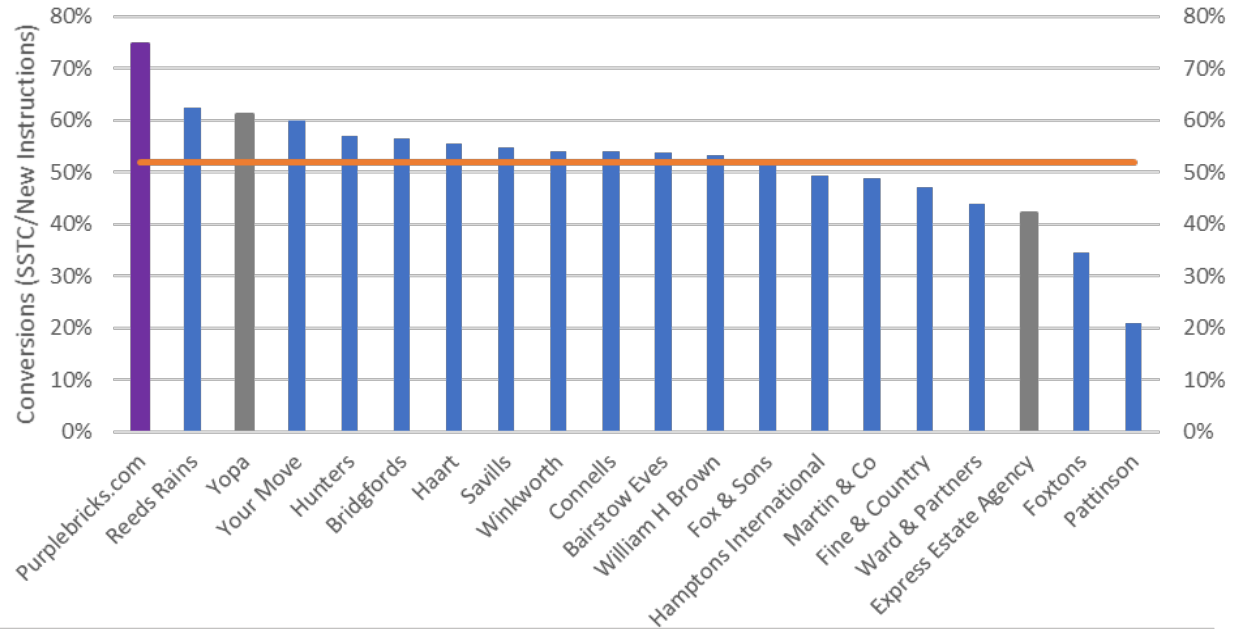
- Detail of top 20 brands triggers in FY1819 is as opposite...
  - Purplebricks not only have the highest number of New Instructions, but also Available Stock, SSTC and Exchanges of all top 20 agents



# Largest 20 Brands – Conversions (SSTC/NI)

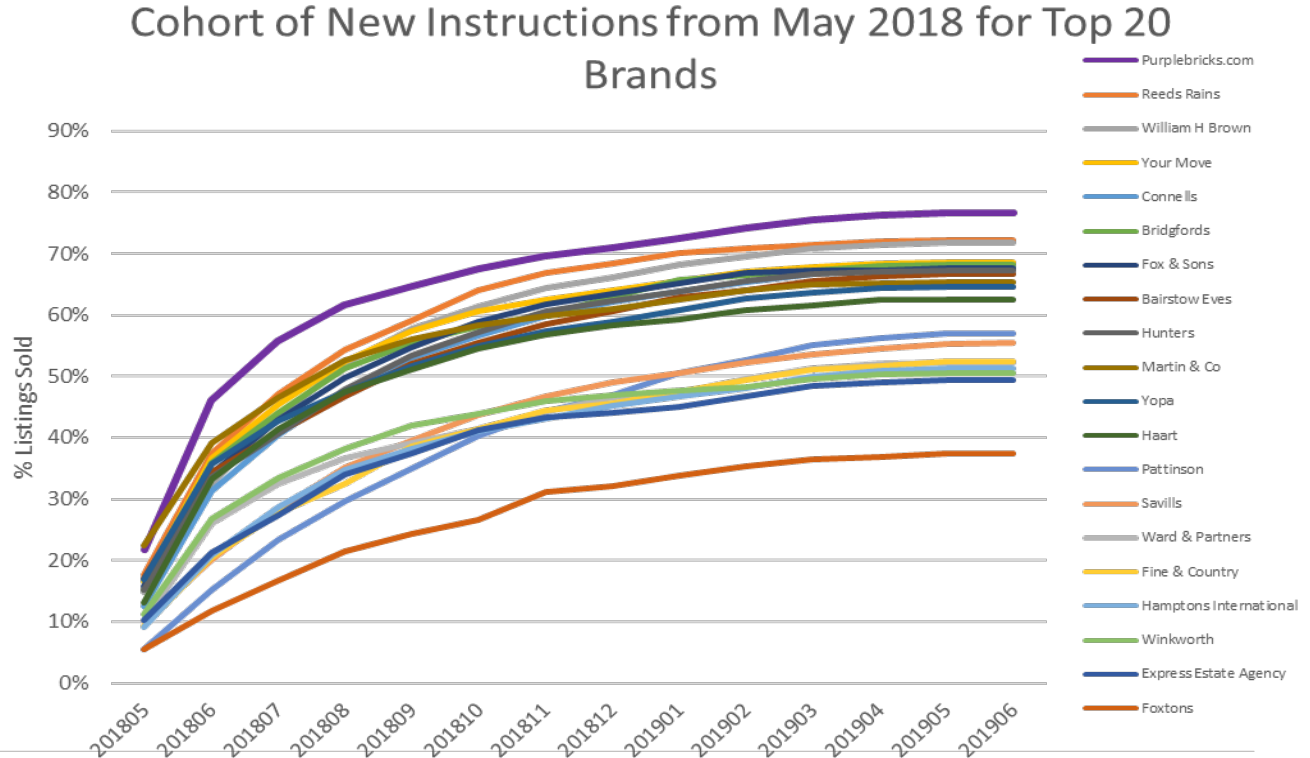
- Between May 2018 and April 2019, Purplebricks had the largest conversion rate (SSTC / NI) out of the top 20 estate agent brands in the UK, at 75%
- The average of the top 20 brands is shown as an orange line at 52%. The average of the top 50 brands is 53%
- Traditional agents are shown in blue and newer online / hybrid agents that are not Purplebricks are shown in grey
- Compared to FY1718, Purplebricks' conversion rate remained the same while the top 20 average decreased by 10%

## Conversion for the Largest 20 UK Estate Agency Brands May 2018 to April 2019



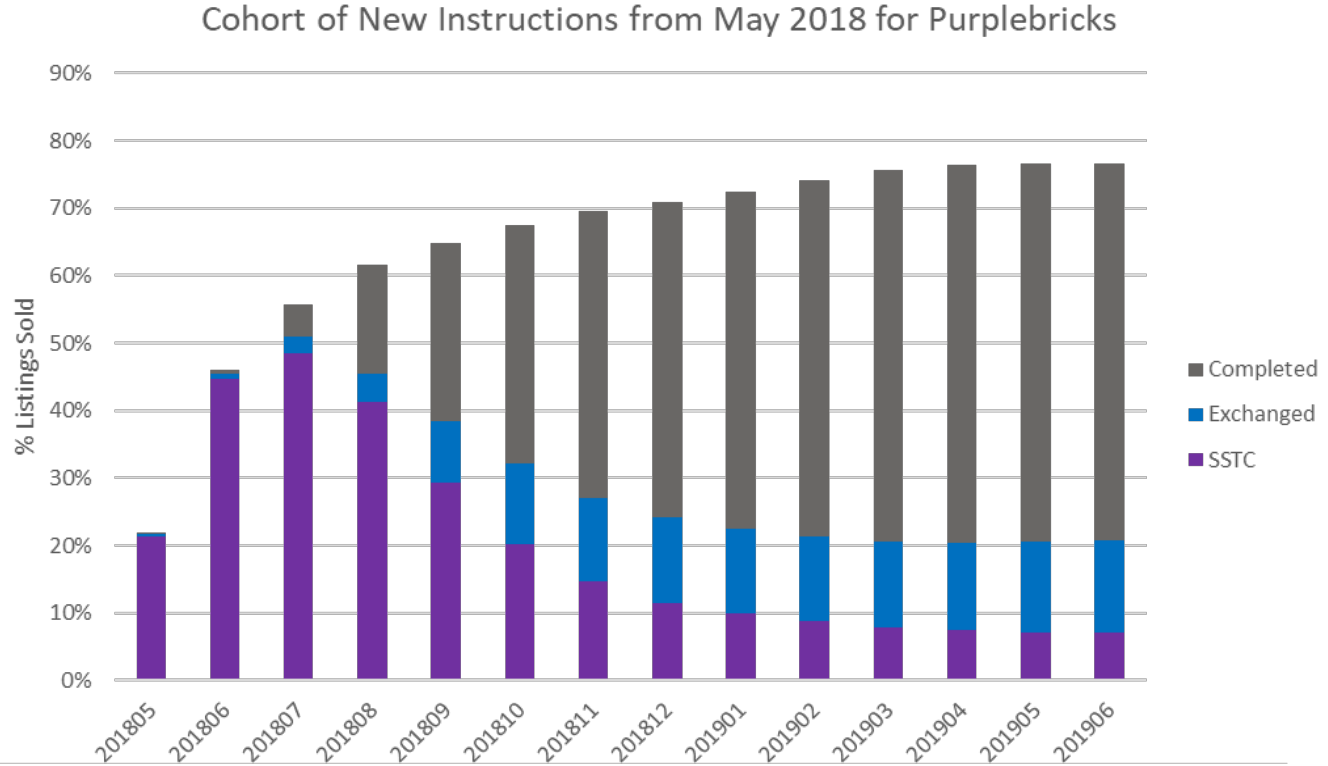
# Largest 20 Brands – Cohort Analysis (Sold Listings)

- Looking at a cohort of New Instructions in May 2018 we can see that Purplebricks are the best at selling properties from month 1, with 46% of instructions already sold by June 2018
- 77% of Purplebricks' listings are sold within 12 months, with the next best brands (Reeds Rains and William H Brown) selling 72% of all their instructions in the same period of time
- Note that Purplebricks performance has dropped by 3 percentage points since FY1718. However, the next nearest competitor has dropped by 5 percentage points



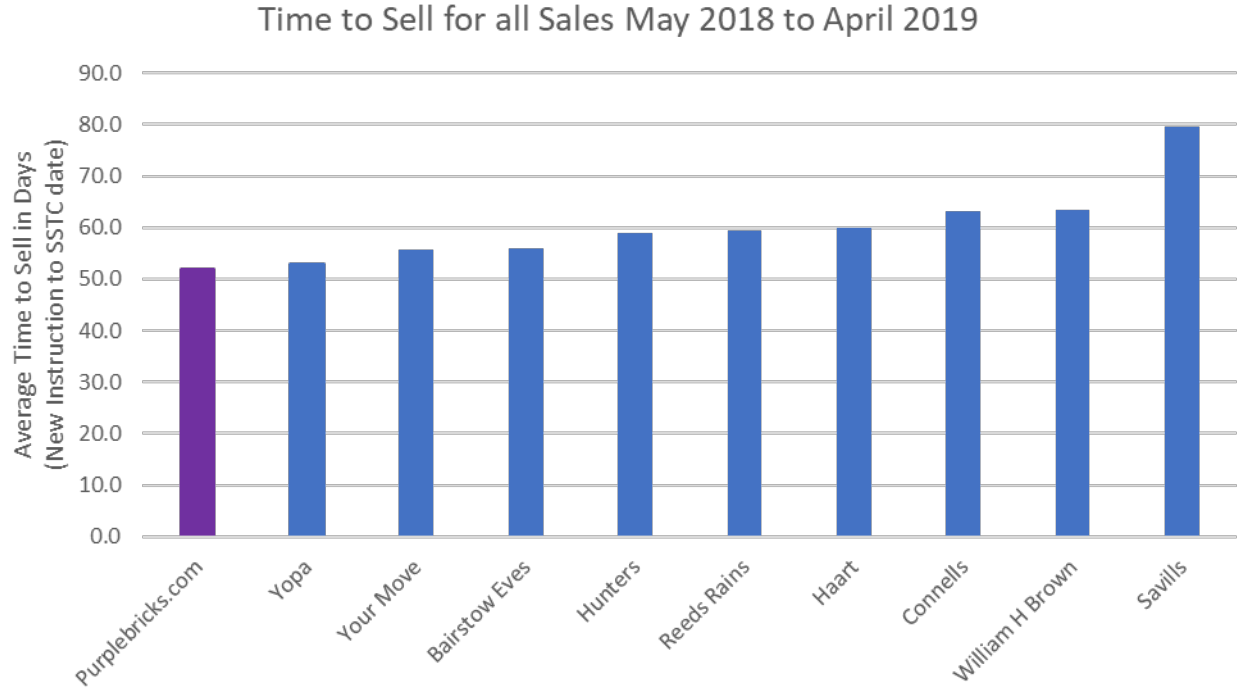
# Purplebricks – Cohort Analysis (Sold Listings)

- The chart shows the relative breakdown of SSTC's, Exchanges and Completions for the cohort of the properties that were instructed in May 2018 by Purplebricks
- 77% of listings are sold with 12 months and more than a half are sold within two months of listing



# Time to Sell FY1819

- Between May 2018 and April 2019, Purplebricks sold properties faster than any of the top 10 largest brands at an average of 52.0 days



# Market Share by Price Band

Brand	Market Share FY1819			
	£0-£200k	£200k-£350k	£350k-£1m	£1m+
Purplebricks.com	4.2%	4.1%	3.1%	0.8%

- In FY1819, Purplebricks' market share remains very strong in all 3 of the main price bands
- We can see that Purplebricks market share is strongest in the £0 - £200k price band at 4.2%
- And next strongest in the £200k - £350k price band at 4.1%
- But is still very strong in the £350k-£1m price band as well at 3.1%
- In fact Purplebricks is the market leader in all 3 price bands below £1m
- The only area where Purplebricks have a low market share is in the £1m+ price bracket, which is only 3.4% of the market