



REDFIN

**A Technology-Powered
Real Estate Company**

Investor Presentation | 2022

Important Legal Information

This presentation contains forward-looking statements. All statements contained in this presentation other than statements of historical fact, including statements regarding our future operating results and financial position, our business strategy and plans, our market growth and trends, and our objectives for future operations, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “could,” “would,” “project,” “plan,” “potentially,” “preliminary,” “likely,” and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs.

These forward-looking statements are subject to a number of risks, uncertainties, and assumptions, including those described under Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2021, which is available on our Investor Relations website at <http://investors.redfin.com>. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the effect of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make.

In light of these risks, uncertainties, and assumptions, the future events and

trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Accordingly, you should not rely on forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, performance, or events and circumstances reflected in the forward-looking statements will be achieved or occur. We undertake no obligation to update any of these forward-looking statements for any reason after the date of this presentation or to conform these statements to actual results or revised expectations.

This presentation also contains information using industry publications that generally state that the information contained therein has been obtained from sources believed to be reliable, but such information may not be accurate or complete. While we are not aware of any misstatements regarding the information from these industry publications, we have not independently verified any of the data from third-party sources nor have we ascertained the underlying economic assumptions relied on therein.

Our Mission: Redefine Real Estate in the Consumer's Favor

Redfin at a glance



Invented map-based real estate search



Hire our own agents - the best employer in real estate¹



End to end product offerings



Remove friction with technology at every step

Results



More than
\$1B in Savings

Cumulative customer savings since our launch in 2006 on 400,000 transactions worth more than \$200 billion³

1. Redfin strives to be the best employer in real estate - it's an investment in the people who directly help our customers. Redfin agents are paid a salary, can earn bonuses, and are entitled to healthcare and other benefits.

2. Source: comScore, Advanced Media Overview report for web and mobile applications covering the twelve months ended December 31, 2021.

3. Savings based on Redfin customer savings compared to a typical 2.5% commission rate.

Attractive Market – Ripe for Disruption



\$112B core market¹



136,500 U.S. brokerages²



Broken customer relationships



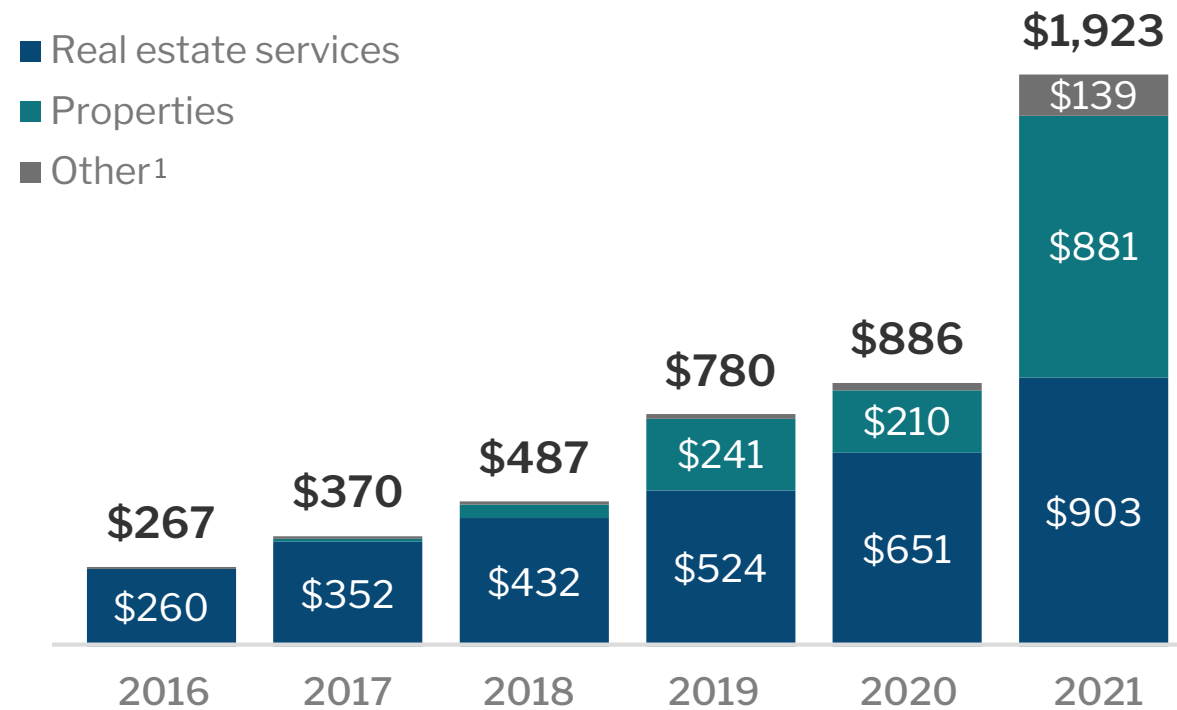
Fragmented services

1. Source: National Association of Realtors 2021 existing-home-sales data, assuming 5% commission.

2. Source: The United States Census Bureau (2019). There are 136,512 real estate brokerage firms operating in the United States).

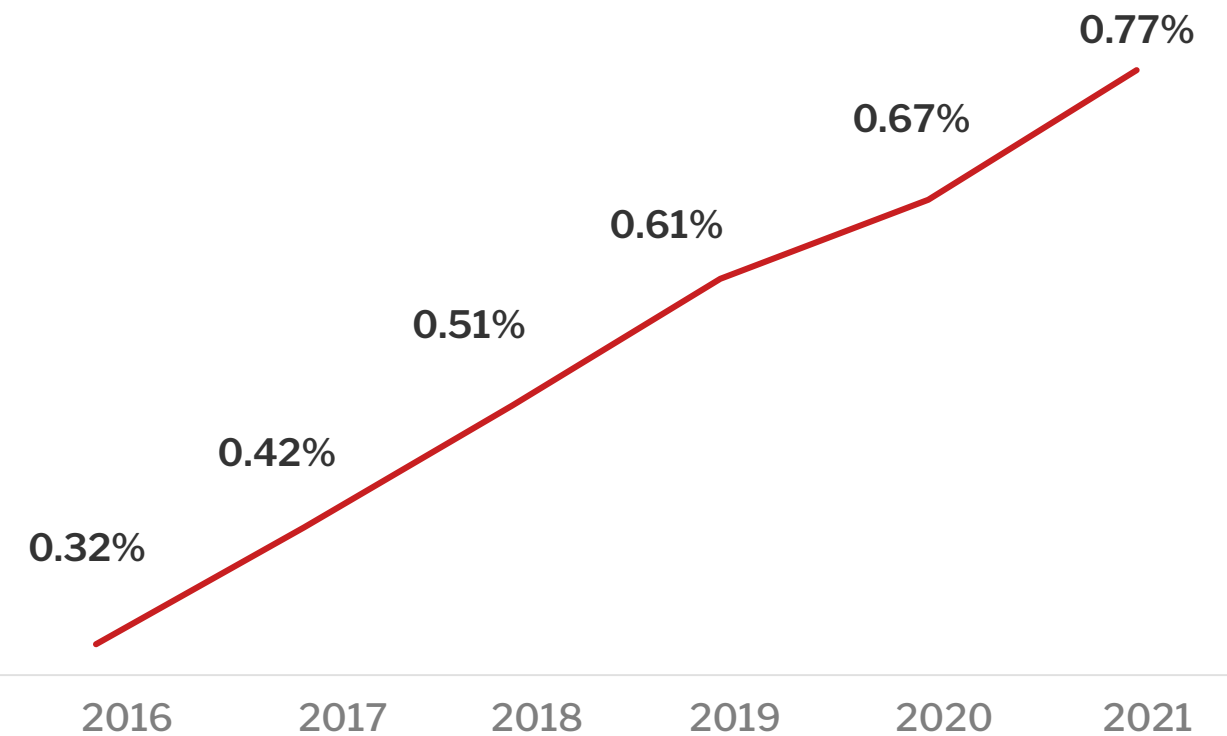
Growing Revenue & Market Share

Revenue (\$ in millions)



Real estate services % growth	44%	35%	23%	21%	24%	39%
Total % growth	43%	38%	32%	60%	14%	117%

U.S. Market Share by Units²



Redfin:	2016	2017	2018	2019	2020	2021
Median Home Price	\$390,000	\$393,000	\$398,000	\$392,000	\$410,000	\$455,000
Average Home Price	\$458,246	\$464,696	\$473,074	\$468,464	\$492,865	\$555,119
Transactions (Units)	35,350	45,793	54,562	64,174	75,800	94,579

1. Includes revenue from rentals, mortgage, title and eliminations.

2. Source: NAR Existing Home Sales and Redfin data.

Technology Enabled Productivity

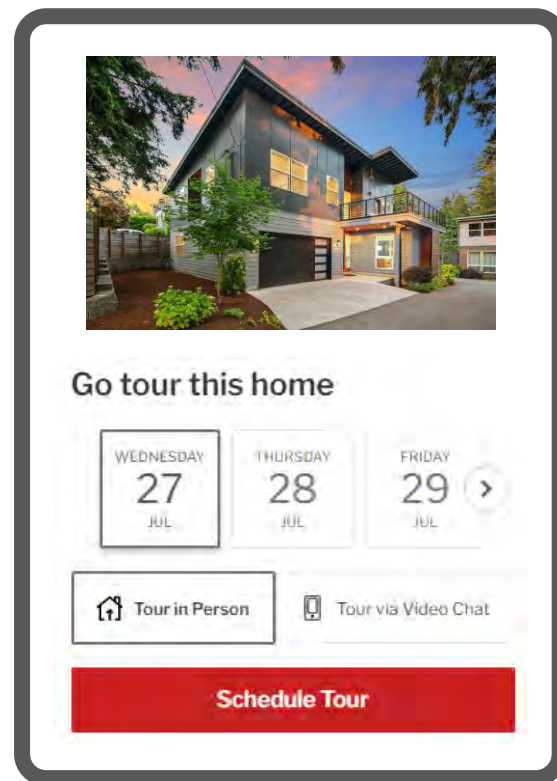


1. Source: NAR Existing Home Sales, NAR Membership, Redfin data, deals completed in 2021.

2. Source: Industry agent pay from NAR 2021 Member Profile report. Redfin agent pay from internal payroll system.

A Better Deal for Buyers

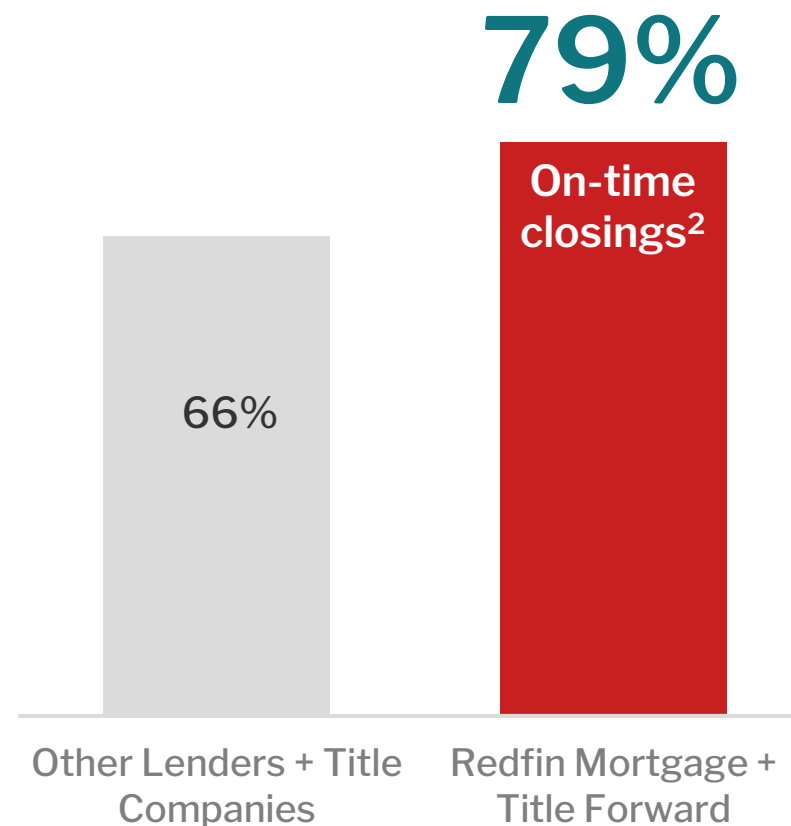
Finding homes first,
touring homes fast



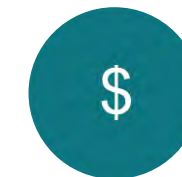
On-demand Tours¹

We post a schedule of showing times next to every listing. Buyers can set up a tour with just a few clicks.

Successfully
closing the deal



While charging less



Buy-side Refund

Customers who buy with a Redfin agent get a refund check at closing. The average refund in 2021 was \$1,900.³



Direct Offers

Allows buyers to make an offer online for Redfin listings, without an agent.

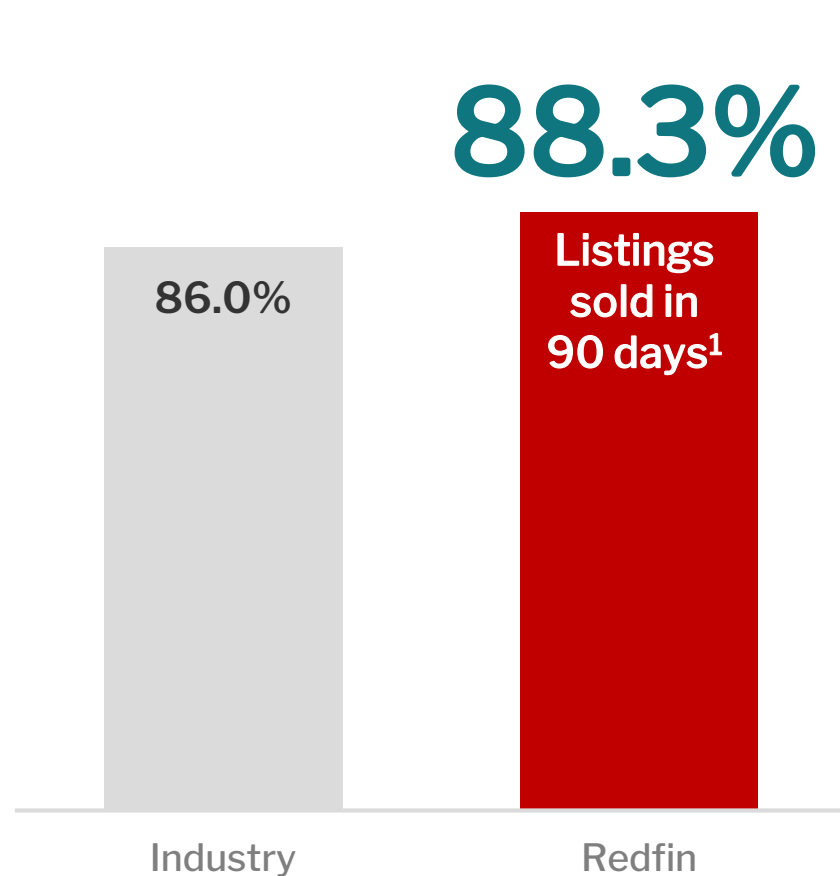
1. See more: <https://www.redfin.com/news/redfin-book-it-now/>

2. Source: On-time closing percentages from Redfin brokerage data, deals completed in 2021.

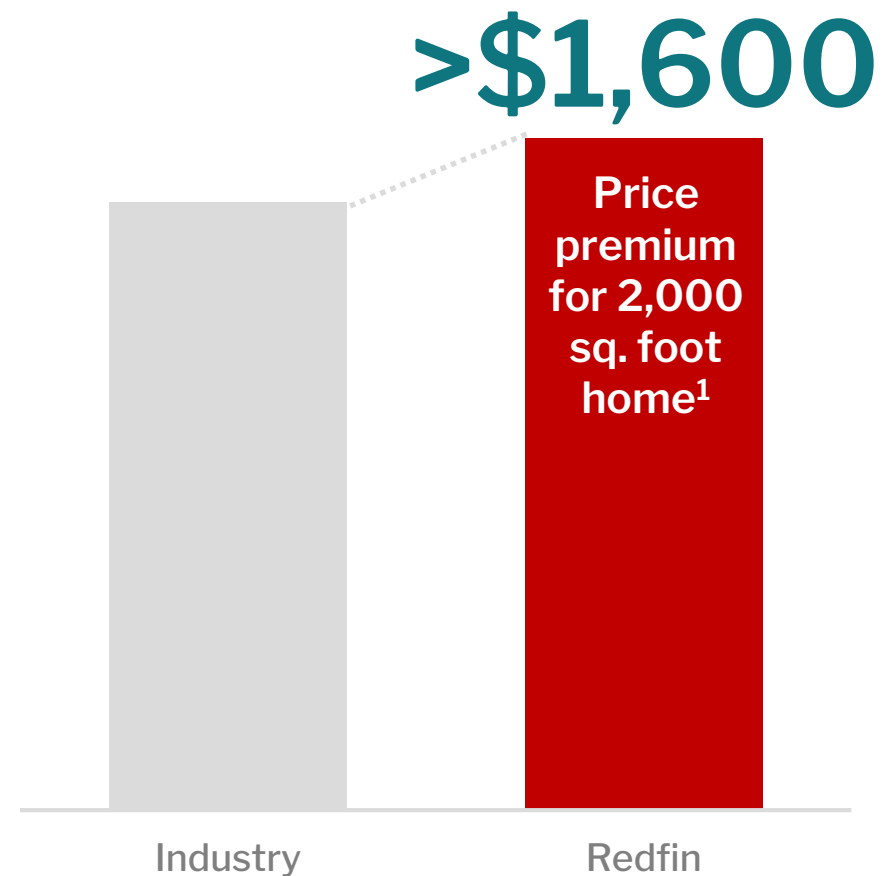
3. In July 2022, we began a pilot program in certain markets to eliminate our commission refund to homebuyers. If this pilot is successful, we intend to eliminate our commission refund in all markets as early as January 2023.

A Better Deal for Sellers

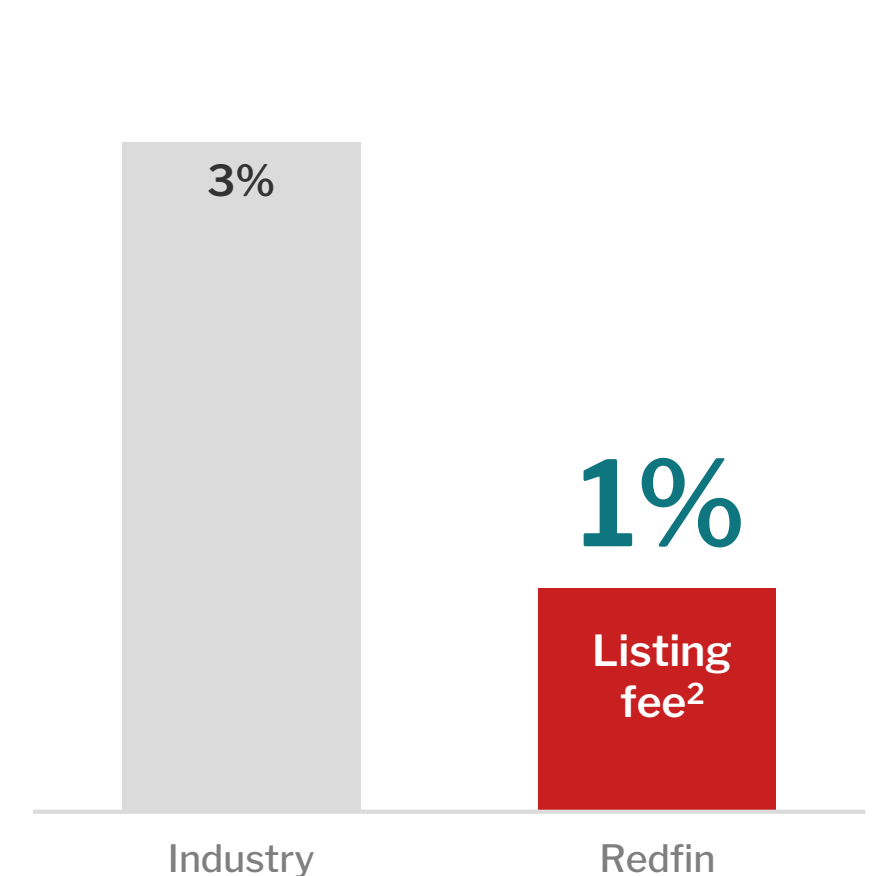
Selling homes faster



For more money



While charging less



1. Source: Precision Consulting study commissioned by Redfin and dated November 15, 2021. Compared to competing brokerages' similar listings, Redfin listings had a \$0.83 higher price per square foot (\$278.52 vs. \$277.69), sold 4.55 days faster, had a 3.48 percentage point advantage in likelihood to sell within 60 days and had a 2.28 percentage point advantage in likelihood to sell within 90 days.

2. Redfin charges 1% for customers who buy and sell within a 12 month period. Otherwise, the listing fee is 1.5%.

Seller Solutions

Beyond the “traditional” brokerage



Three-Dimensional Scans

We publish interactive, 3D scans of all homes listed by Redfin agents.



Direct Access

Sellers of vacant homes can opt for digital lock self-tours and get double the tours on average.



Redfin Premier

Exclusive services for high-end homes, without the high-end fees.



Redfin Concierge

For an extra 1% fee,¹ we'll renovate, clean and stage the sellers' home.



BEFORE



AFTER REDFIN CONCIERGE

RedfinNow



We connect customers requesting an estimate with a home sale advisor who can explain all options (including brokerage).

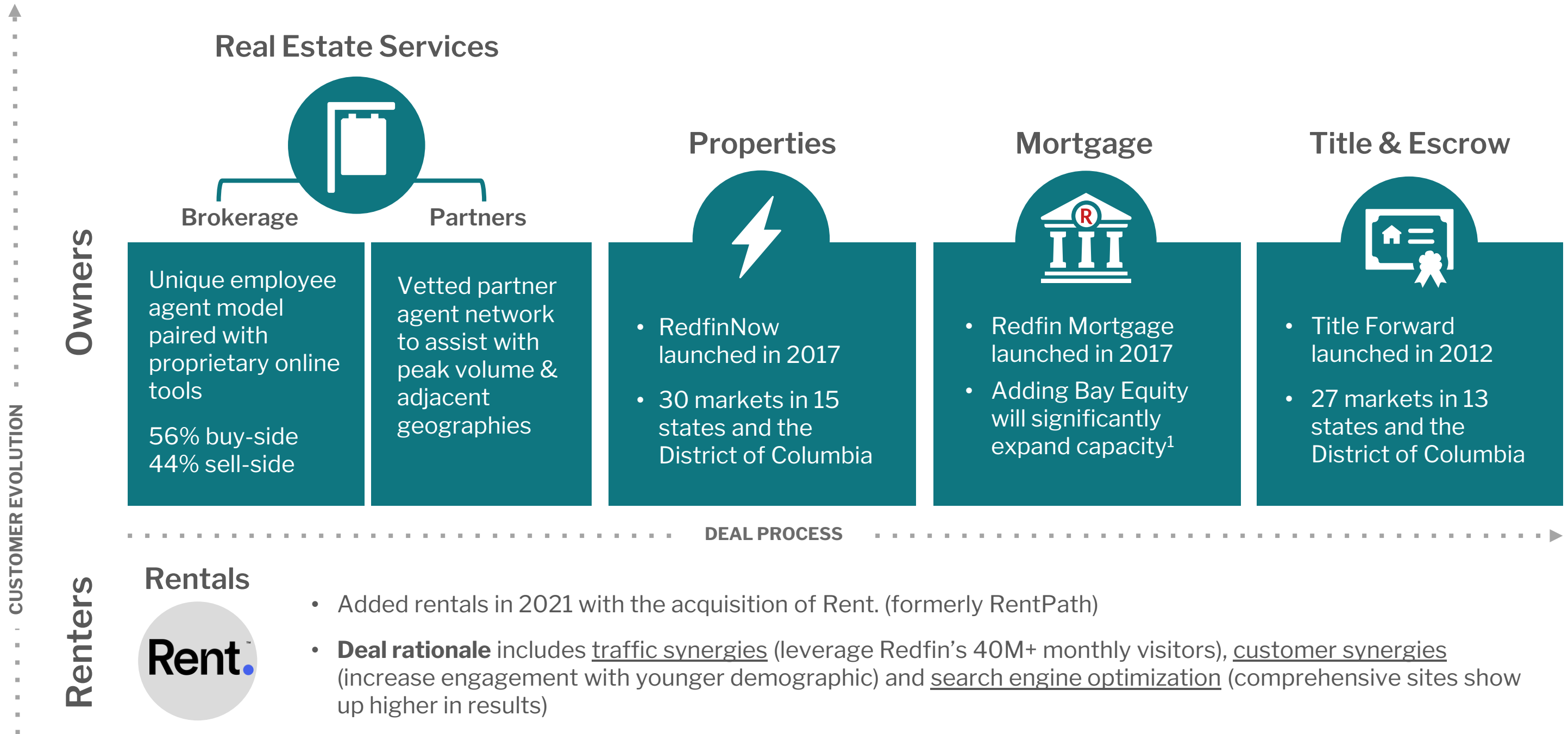
Offers are prepared using a balanced combination of humans and technology and typically include a service fee of 5-13%.

We leverage employees for basic repairs but contract out more specialized trade services like plumbing and electrical.

- **How it works:** We buy the home outright, make repairs, and list using Redfin brokerage agents.
- **Coverage:** RedfinNow is available in 30 markets, covering approximately 85% of our brokerage service areas.
- **Financing:** Our \$400M asset-backed credit facility provides us with sufficient liquidity to grow.

1. Total concierge + listing fee is 2% for customers who buy and sell within a 12 month period. Otherwise, the combined listing fee is 2.5%. Cleaning and staging is included in the fee; the homeowner pays for renovations.

End-to-End Product Offering



Figures on this page reflect data as of the 12 months ended December 31, 2021.

1. Acquisition of Bay Equity was announced on January 11, 2022 and is expected to close in Q2 2022. See the next slide for additional information on the acquisition.

Bay Equity Acquisition

Deal Info

On January 11, Redfin announced an agreement to acquire Bay Equity, a national, full-service mortgage lender. Under the terms of the merger agreement, the purchase price is estimated to be \$135 million in cash and stock. Redfin expects the acquisition to close in the second quarter of 2022, pending customary approvals, and to be accretive to 2022 earnings per share.



	Seattle, WA	Corte Madera, CA
Headquarters	Seattle, WA	Corte Madera, CA
Employees (as of 12/31/21)	~250	~1,200
2021 total closed loans	2,644	25,338
2021 total origination vol.	\$985M	\$8.5B
2021 purchase origination vol.	\$982M	\$4.5B
# of states licensed	24	42
Products	Conforming loans only	Full product suite including VA, FHA and jumbo loans

Strategic Rationale

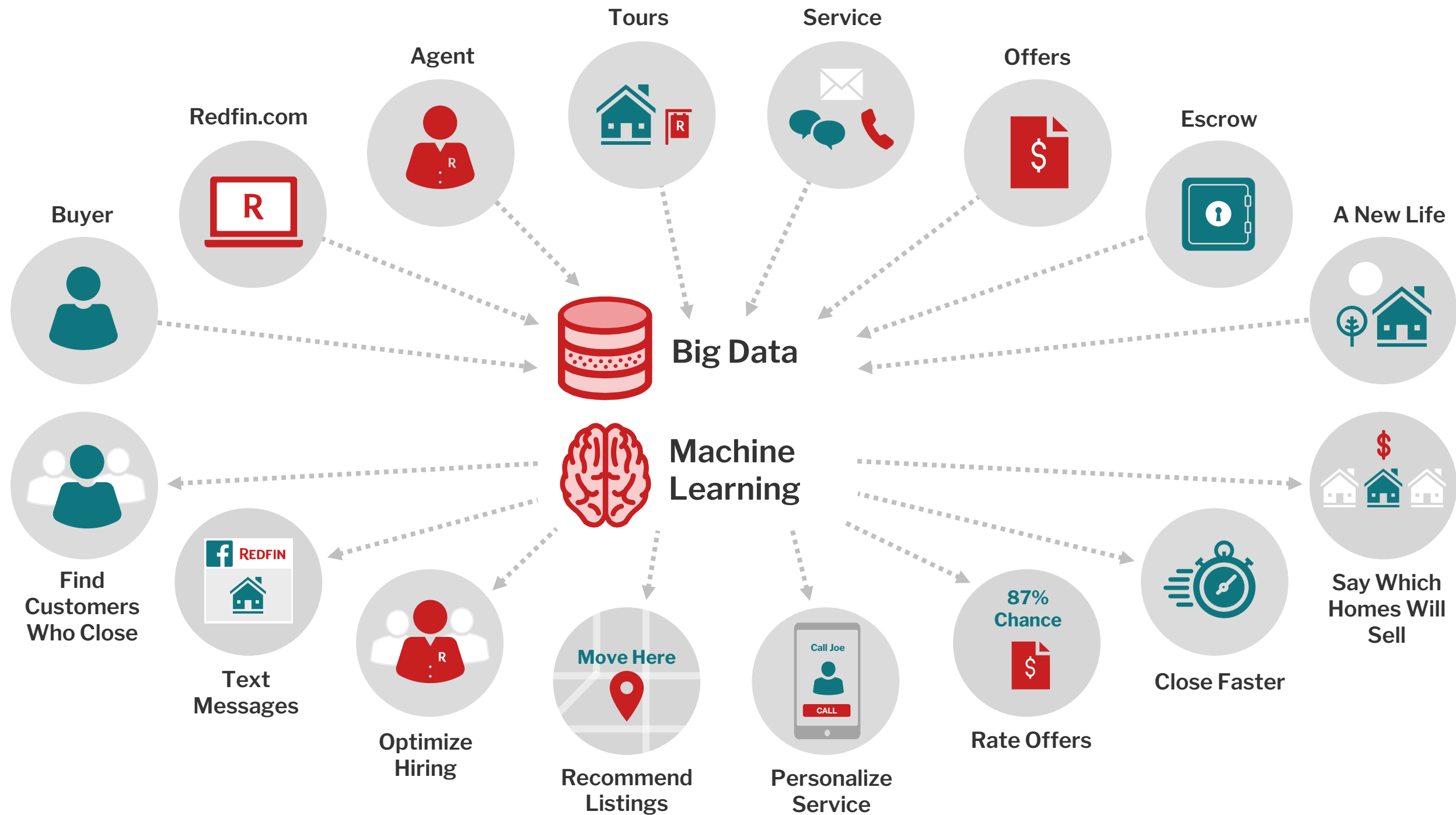
Building lending capacity

- **Scale:** nearly 10x the size of Redfin's existing lending business; matches the scale of Redfin's nationwide brokerage
- **Efficiency:** Given its scale, Bay Equity can generate more profit from each loan while keeping rates low
- **Coverage:** with Bay Equity's geographic presence and full product suite we'll be able to offer mortgages to more customers

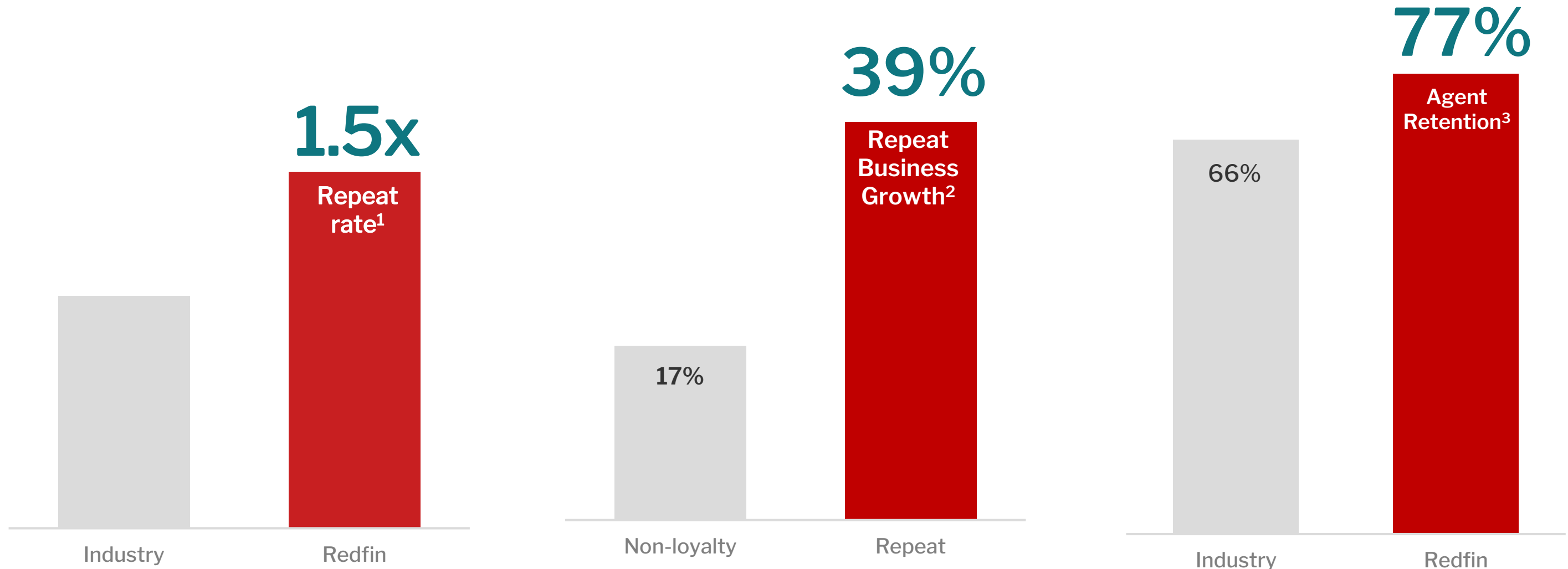
A complete real estate solution

- **End-to-end solutions:** For years, Redfin has talked about becoming a one-stop shop for brokerage, mortgage, iBuying and title services
- **Accelerate the vision:** Our long-term vision is to combine lending and brokerage in new ways, so Redfin customers can realize dreams that would not be possible with a stand-alone broker or lender

Our Goal: The Most Successful Customers



Building a Sustainable Business



1. Source: Multiple Listing Services, homes sold in 2021. Buyers using the same brokerage to sell the home they bought.

2. Source: Multiple Listing Services, homes sold in 2021. 2021 YoY Growth Rates in Closed Sales, Segmented by Source of Sale.

3. Source: Multiple Listing Services, agents completing deals with the same brokerage in Q3 2020 and Q3 2021.

Investment Highlights



\$112 billion core market with fragmented competition¹



Secular growth drivers including work-from-home and demographics²



47 million average monthly visitors in FY 2021 (+10% year-over-year)³



Unique employee agent model paired with proprietary online tools



Building a one stop shop for rentals, brokerage, iBuying, mortgage & title



Full service, low fees, high customer satisfaction

1. Source: National Association of Realtors 2020 existing-home-sales data, assuming 5% commission.

2. The largest group of millennials will be in their early-to-mid 30s over the next several years, which intersects with the median age of first-time home buyers.

3. Source: Google Analytics, web and mobile application visitors.

REDFIN

Thank You