

August 10, 2017



Redfin Brings Tech-Powered Real Estate Brokerage, Industry-Leading Website and Mobile App to Boise

Homebuyers and Sellers Can Now Work with Redfin Agents Who are Paid Based on Client Satisfaction

BOISE, Idaho--(BUSINESS WIRE)-- (NASDAQ: RDFN) -- Redfin (www.redfin.com), the next-generation real estate brokerage, today announced the debut of its home-buying and selling services in Boise. In addition to working with local, Redfin-employed real estate agents, people can now search Redfin.com and the [Redfin iOS and Android apps](#) for all the agent-listed homes for sale in the greater Boise metro area.

Paul Reid has been tapped to lead the brokerage's operations in Boise. Reid is a veteran Redfin agent with over a decade of real estate experience. Reid joined Redfin as an agent in Orange County, Calif. in 2010. In 2013, he moved on to lead Redfin's [expansion to the Inland Empire](#) of Southern California in 2013. After helping dozens of homebuyers and sellers achieve their goals and building an important market for Redfin, Reid went on to join Redfin's new ventures team, collaborating with engineers, data scientists and leaders from across the country to evaluate and launch new growth opportunities for the company.

"A respected leader and innovator within Redfin and the real estate industry as a whole, we're fortunate our colleague Paul Reid will be bringing his expertise, creativity and passion for customer service to Boise," said Febe Cude, Pacific Northwest District Manager at Redfin.

"My wife and I had been considering a move to Boise for a while, and I'm so excited to plant the Redfin flag here in the Treasury Valley. We'd been looking for a tight-knit community to raise our two little girls, and we love that Boise has a small-town vibe, while also offering a lively downtown, the University, lots of restaurants, culture and natural beauty," said Reid.

"When I launched Redfin in the Inland Empire four years ago, people were very receptive to our service and technology, and I am anticipating an enthusiastic response in Boise. The Boise real estate market is competitive, and homes in desirable areas are moving fast. In Redfin.com and our mobile app, Boise homebuyers have a reliable and handy source of information on homes across the area. They can sign up for Redfin Instant Updates to find out immediately when a home hits the market. If they want to go see it right away, they can schedule a tour with a Redfin agent right from their smartphone. I'm excited to get started helping Boiseans navigate the market and get their dream home."

Redfin was founded in Seattle with the mission to reinvent real estate to benefit consumers, and has steadily expanded to more than 80 major U.S. metros. The Redfin model is different from traditional brokerages in that it combines advanced technology with its own full-service

agents who are paid a salary, receive benefits and earn bonuses based on customer satisfaction. Customer reviews for Redfin agents are published on their online profiles.

By pairing its own agents with its own technology, Redfin has created a service that is faster, better, and costs less. Redfin meets customers through its listings-search website and mobile application, reducing the marketing costs that can keep fees high and allowing the brokerage to pass along savings to its clients.

For buyers, Redfin refunds part of the agent commission. In 2016, the average Redfin refund was approximately \$3,500 per transaction. Redfin agents will charge sellers a 1.5 percent listing fee in Boise, rather than the typical 2.5 to 3 percent, while providing a complete home-selling service including pricing and staging advice, free professional photography and marketing.

With the arrival of Redfin comes a host of technology features that benefit both website users and brokerage clients:

1. [Book It Now](#): Ability to instantly schedule a home tour with a Redfin agent with a single click from a browser, iPhone, iPad or Android app.
2. [Redfin 3D Walkthrough](#): High-resolution, interactive views from every angle inside homes listed with a Redfin agent. (Coming soon)
3. [Instant Updates](#): Smartphone or email notifications when new homes are listed or when prices drop.
4. [Tour](#) and [Offer Insights](#): Real-time statistics and notes from Redfin agents about thousands of homes and offers.
5. [Redfin Matchmaker](#): Software that recommends unexpected listings to Redfin clients.
6. [Deal Room](#): A real-time guide through the closing process, including milestones, deadlines and tasks.
7. [Redfin Open Book](#): A resource for buyers and sellers that includes reviews of lenders, inspectors, title companies, handypeople and stagers, as well as feedback from Redfin agents.
8. [Redfin Estimate](#): A highly-accurate calculation of the market value of an individual home. (Coming soon)

To find or sell a house and to connect with a local agent visit redfin.com. To learn more about working at Redfin and to apply for open positions visit redfin.com/jobs.

About Redfin

Redfin (www.redfin.com) is the next-generation real estate brokerage, combining its own full-service agents with modern technology to redefine real estate in the consumer's favor. Founded by software engineers, Redfin has the country's #1 brokerage website and offers a host of online tools to consumers, including the [Redfin Estimate](#), the automated home-value estimate with the industry's lowest published error rate for listed homes. Homebuyers and

sellers enjoy a full-service, technology-powered experience from Redfin real estate agents, while saving thousands in commissions. Redfin serves more than 80 major metro areas across the U.S. The company has closed more than \$50 billion in home sales.

For more information or to contact a local Redfin real estate agent, visit www.redfin.com. To learn about housing market trends and download data, visit the [Redfin Data Center](#). To be added to Redfin's press release distribution list, [subscribe here](#). To view Redfin's press center, [click here](#).

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20170810005217/en/>

Redfin Journalist Services:

Jon Whitely, 206-588-6863

press@redfin.com

Source: Redfin