Performance Analysis
PURPLEBRICKS FY17/18

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Data provided by twentyci
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About TwentyCi

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"TwentyCi is a life event data company that provides intelligence into the events in consumer lives which act as purchase triggers, such as moving home, having a baby, buying a car or retiring. TwentyCi has been managing data for major advertisers like HJ Heinz, ATS Euromaster and many leading estate agents for over 15 years. TwentyCi holds the UK's biggest and richest resource of factual life event data including the largest, most comprehensive source of homemover data compiled from more than 29 billion qualified data points.

This data, along with TwentyCi's dedicated team of business analysts and data scientists, informs insight and research into the UK property market, not just for their clients but also for the wider property sector through their quarterly Property & Homemover Reports. These reports provide a comprehensive review of the UK property market, produced from the most robust property change sources available and creating a picture of the demographic, regional and socio-economic factors impacting the housing market.

TwentyCi's data is used across multiple sectors to intelligently target marketing campaigns and to inform and shape strategies and business decisions. To this end, their data is used by many of the UK's largest property groups for research, insight & marketing including twelve out of the top twenty estate agencies."

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Purplebricks were looking for a reliable, respected and independent data source to establish answers to a set of questions and comparisons about their performance in FY17/18.

TwentyCi's homemover data universe was commissioned to be used as the source material for a whole of market review of Purplebrick's performance.

- Who are the **leading** estate agency brands in the UK?

- How do Purplebricks compare to the leading brands in the UK when **selling** their customers homes?

- How do Purplebricks compare to the leading brands in the UK when **converting** listings to properties sold?

- What is the year on year comparison of the leading brands in the UK when **converting** listings to properties sold?

- Based on the average UK house price how do Purplebricks compare to the leading brands in the UK when securing sellers the **best possible price**?

- How does Purplebricks compare to the leading brands in the UK for **time to sell**?

- How does Purplebricks compare to the leading brands in the UK for **time to complete**?

- How do Purplebricks compare to the industry average on **price reductions**?

- How has Purplebricks performed in terms of **market share regionally** across the UK and how does that compare to the leading agency groups?

# Conclusions drawn from TwentyCi's data

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- **Largest estate agency brand**: Purplebricks has cemented themselves as the largest estate agency brand in the UK.

- **No1 at selling houses**: 81% of listings sold within 12 months

- **Sold more**: Purplebricks sold 3.1 times the number of properties than the next largest UK brand (increased to 3.3 in H2)

- **Sold more**: By the end of the financial year Purplebricks sold more houses than any other group of brands in the UK

- **Highest conversion**: Purplebricks had the highest level of conversion to sale of the top 10 brands in the UK and have the best year on year improvement in conversion.

- **Secure best price**: Purplebricks gets the best price for customers based on the UK average price bracket of £250,000-£300,000. They secured an average of £6,000 more (in addition to the savings made on any fees charged by Purplebricks) when compared to the top 10 traditional estate agent brands.

- **Sold faster**: Purplebricks sell properties faster than the top 10 largest brands in the UK at an average of 48.5 days

- **Complete faster**: Purplebricks complete on sales faster than any of the top 10 largest brands in the UK at 159.2 days from instruction to completion

- **Price reductions**: Purplebricks achieves the industry average for the number of price reductions on properties listed by them

- **Largest market share**: Purplebricks has the largest market share across all price bands up to £1m, an exceptionally strong growth in all price bands, unrivalled by any of the top 10 largest estate agency brands in the UK and have grown market share in every region of the UK.

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Appendix Charts

Volume of New Instructions, SSTC Notifications and Exchanges in FY 1718

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New Instructions   SSTC   Exchanged
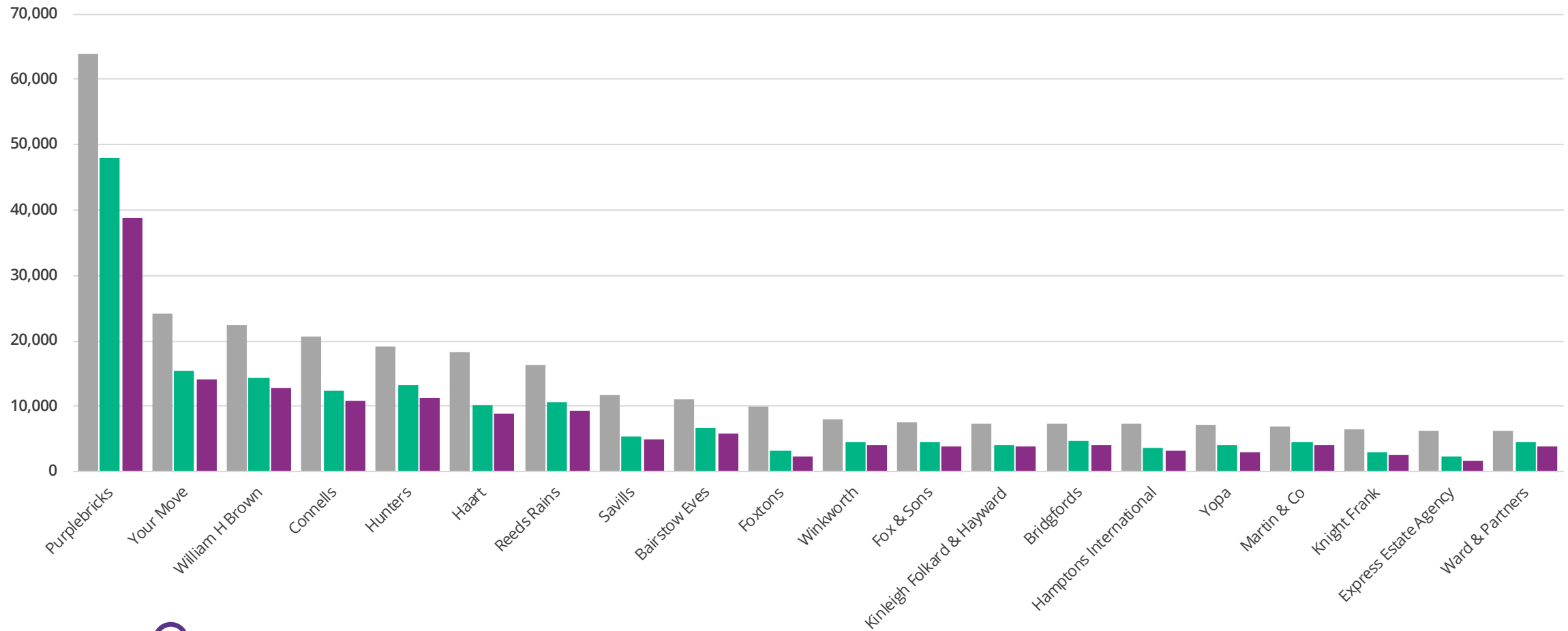
Largest 20 Brands – Conversions (SSTC/NI)

- Between May 2017 and April 2018, Purplebricks had the largest conversion ratio (SSTC / NI) of any other of the leading 20 estate agent brands in the UK at just over 75%

- The average of the top 20 brands is shown as an orange line at 58%. The average of the top 50 brands is 59%

- "Traditional" agents are shown in green and other online / hybrid agents are shown in grey

- Purplebricks therefore have the highest level of conversion ratios of any of the top 20 largest brands in the UK

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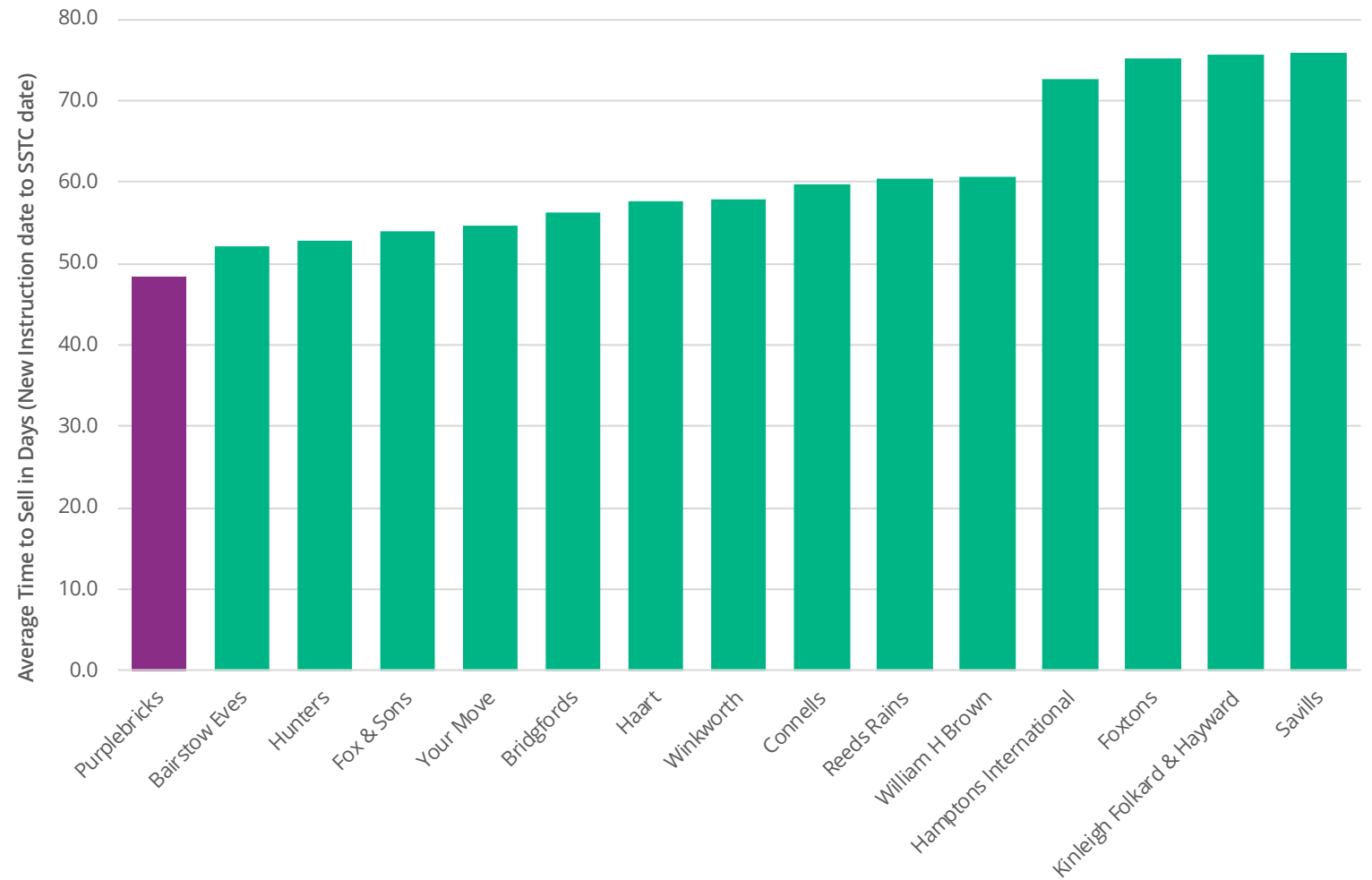ci | customer intelligence
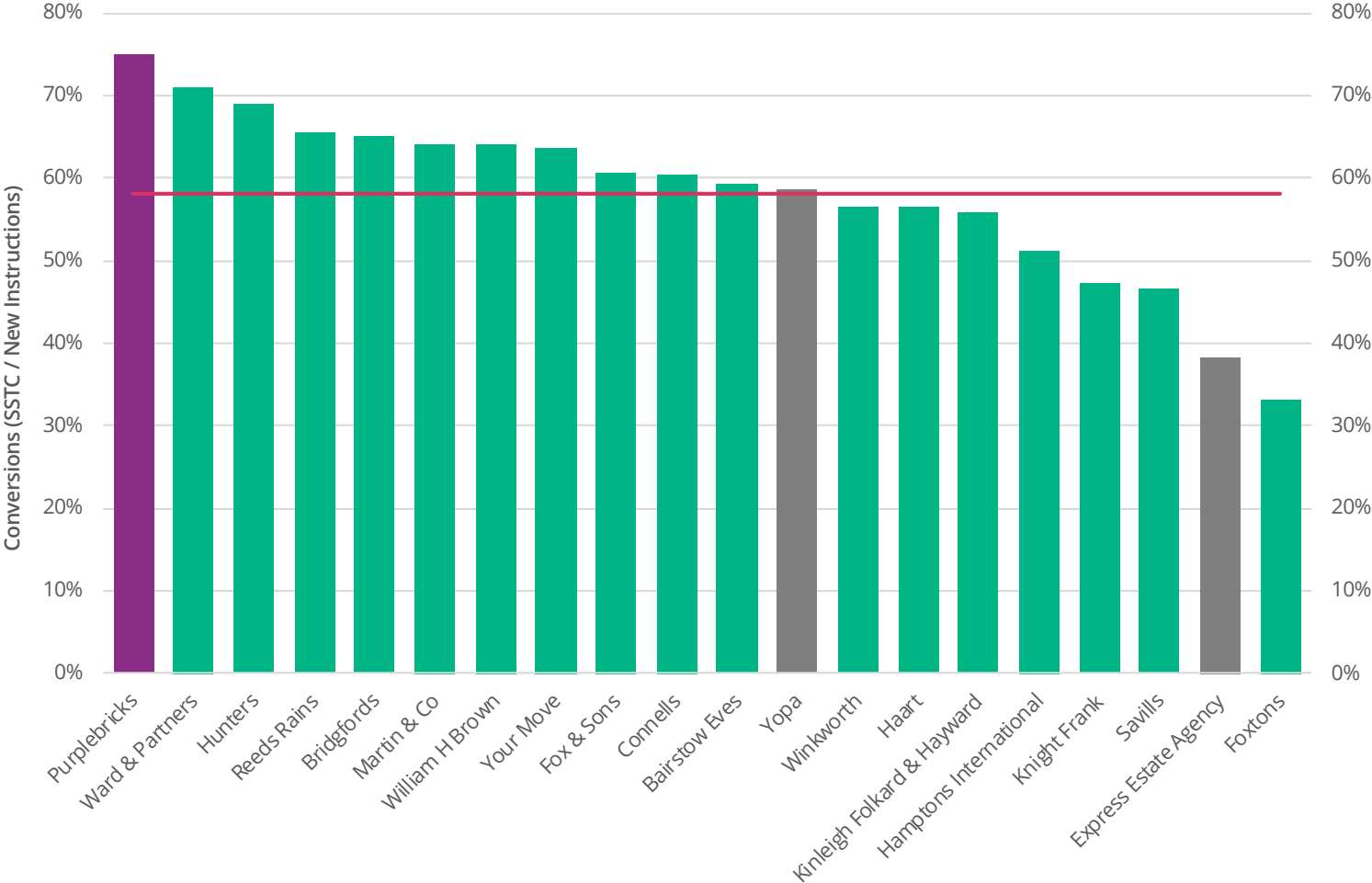
Largest 20 Brands – Cohort Analysis (Sold Listings)

- Looking at a cohort of New Instructions in May 2017 we can see that Purplebricks are the best at selling properties from month 1, with 50% of instructions already sold by June 2018.

- Over 80% of Purplebricks listings are sold within 12 months.
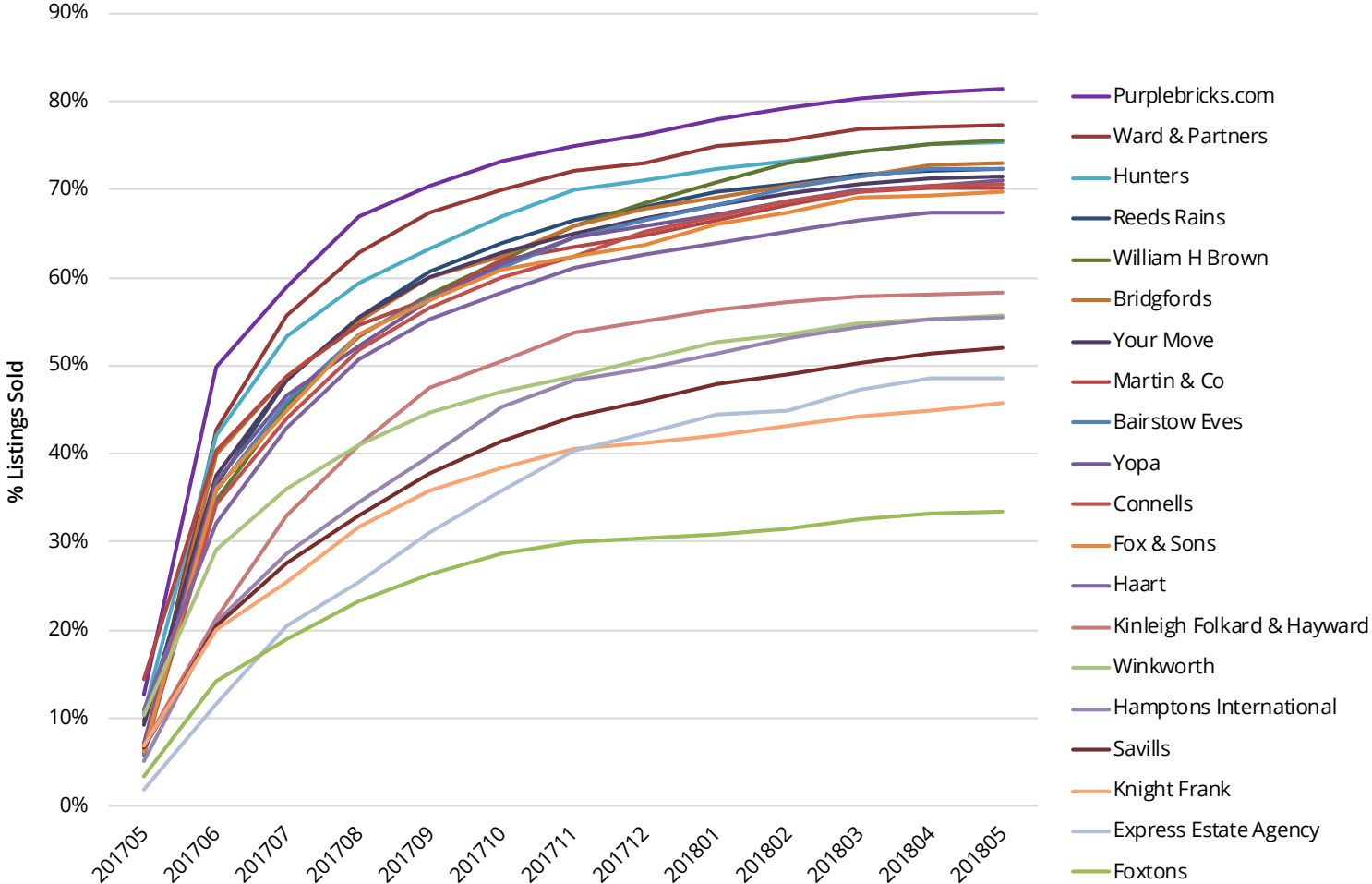
Time to Sell FY1718

- Between May 2017 and April 2018, Purplebricks sell properties faster than any of the top 15 largest brands at an average of 48.5 days

Average Time to Sell in Days (New Instruction date to SSTC date)

Chart categories (left to right): Purplebricks, Bairstow Eves, Hunters, Fox & Sons, Your Move, Bridgfords, Haart, Winkworth, Connells, Reeds Rains, William H Brown, Hamptons International, Foxtons, Kinleigh Folkard & Hayward, Savills

Y-axis: 0.0, 10.0, 20.0, 30.0, 40.0, 50.0, 60.0, 70.0, 80.0

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Time to Sell FY1718 Compared to FY1617

- In terms of the improvement between May 2017 and April 2018 compared with the prior year, Purplebricks are selling properties 4.9 days faster on average.

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