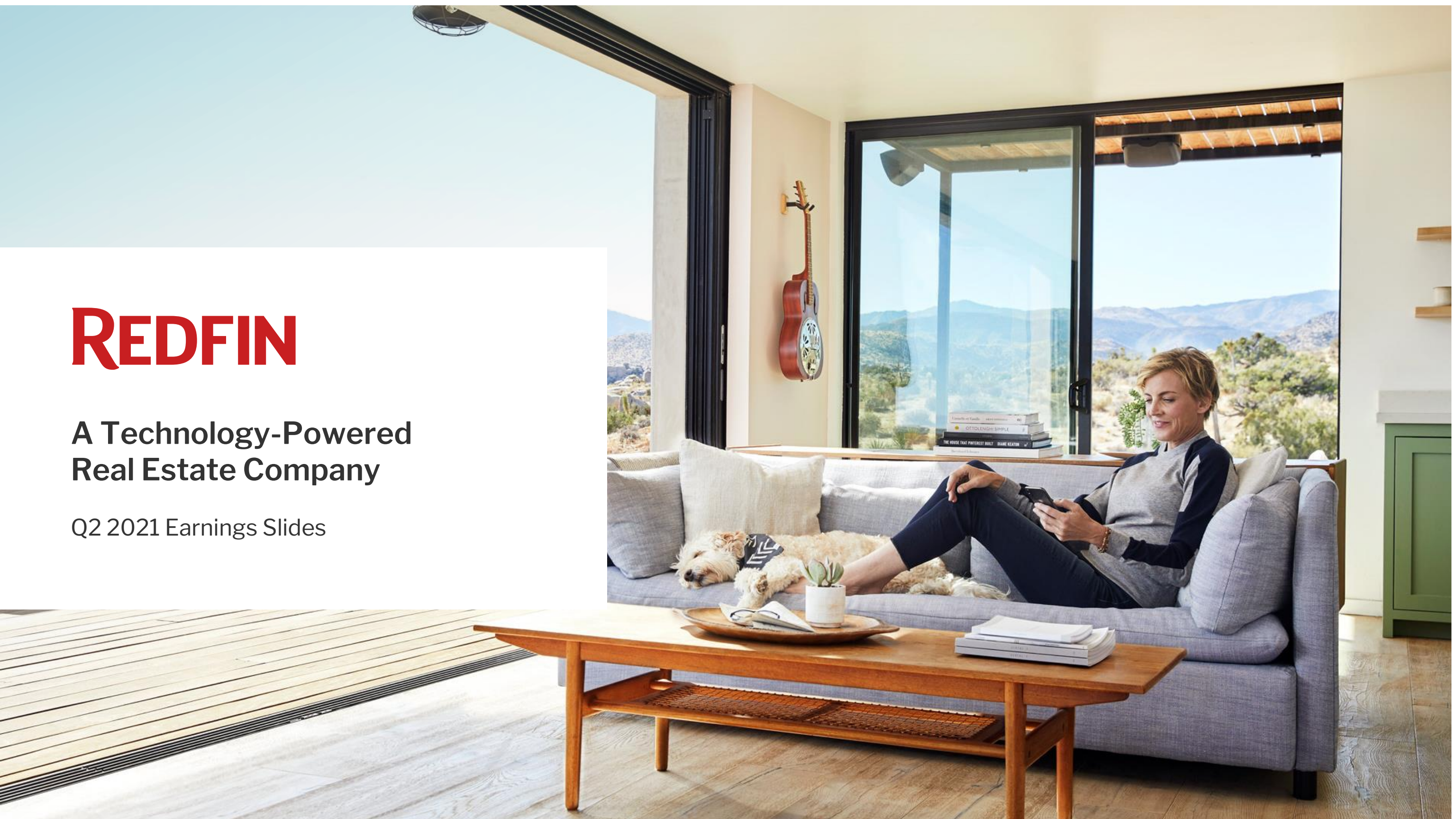


# REDFIN

A Technology-Powered  
Real Estate Company

Q2 2021 Earnings Slides



# 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, 2020, as supplemented by Part II, Item 1A of our Quarterly Report on Form 10-Q for the quarter ended June 30, 2021, each of 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.



# Q2 2021 Highlights



Brokerage returned to being fully staffed



Reached market share of 1.18% (+24 bps year-over-year)<sup>1</sup>



48.4 million average monthly visitors (+14% year-over-year)<sup>2</sup>



RedfinNow emerged as a large-scale, profitable business



Closed the acquisition of RentPath; hired a world-class CEO



Mortgage has room to grow via expansion and higher attach rates



Investing in marketing media to drive future growth

1. We calculate the aggregate value of U.S. home sales by multiplying the total number of U.S. existing home sales by the mean sale price of these homes, each as reported by the National Association of REALTORS® ("NAR"). NAR data for the most recent period is preliminary and may subsequently be updated by NAR. We calculate our market share by aggregating the home value of brokerage and partner real estate services transactions. Then, in order to account for both the sell- and buy-side components of each transaction, we divide that value by two-times the estimated aggregate value of U.S. home sales.

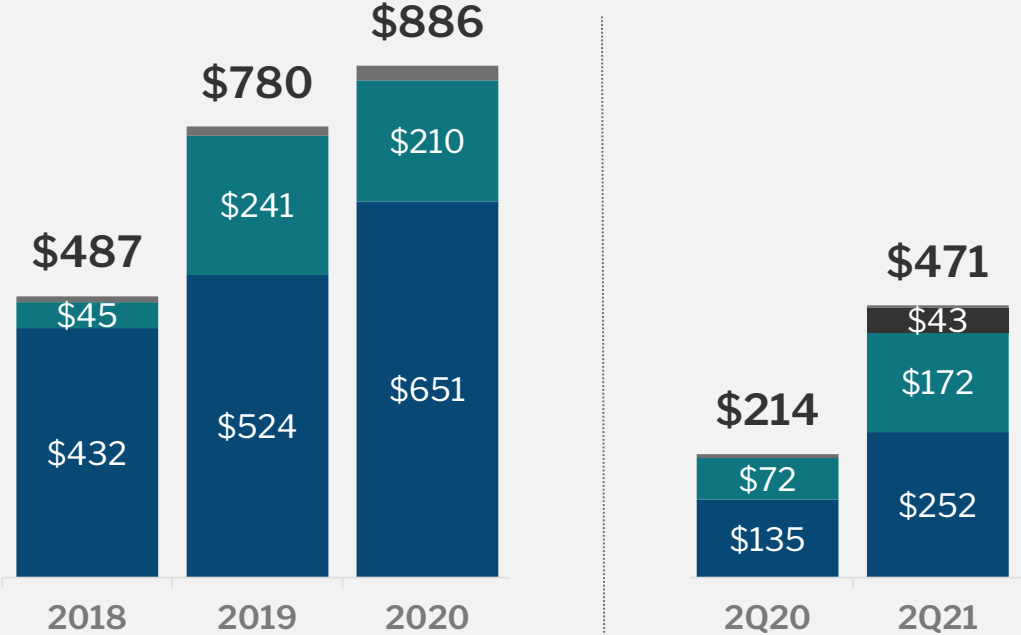
2. Source: Google Analytics, web and mobile application visitors.

# Key Financial Results

## Q2 2021 Revenue

**\$471M**

+121% Y/Y

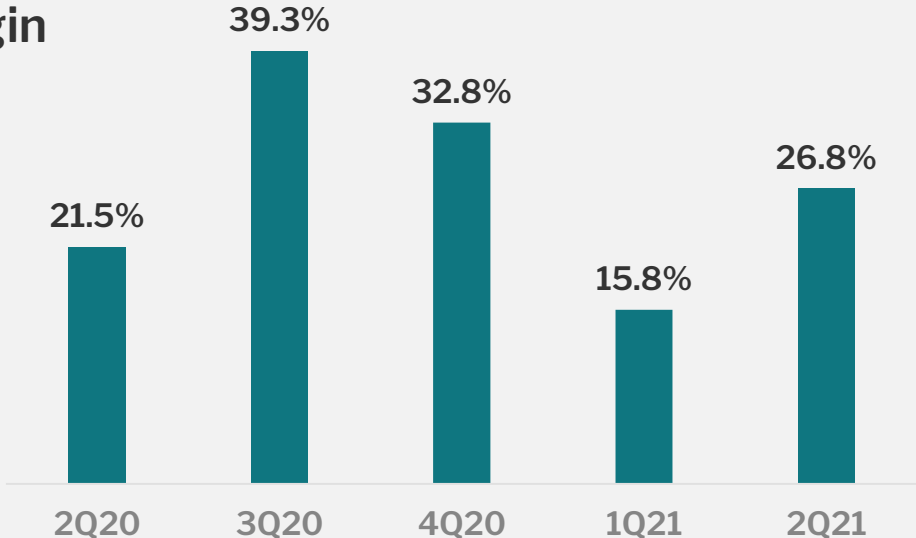


■ Real estate services ■ Properties ■ Rentals ■ Other\*

## Q2 2021 Gross Margin

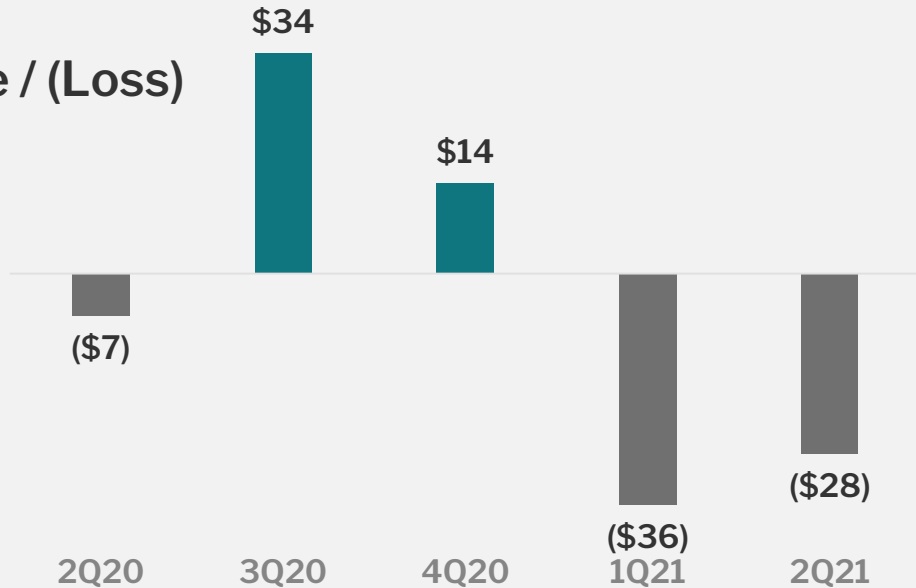
**26.8%**

+530 bps Y/Y



## Q2 2021 Net Income / (Loss)

**(\$28M)**



\* Other revenue is net of intercompany eliminations.

# Real Estate Services

Q2 2021 Revenue

**\$252M**

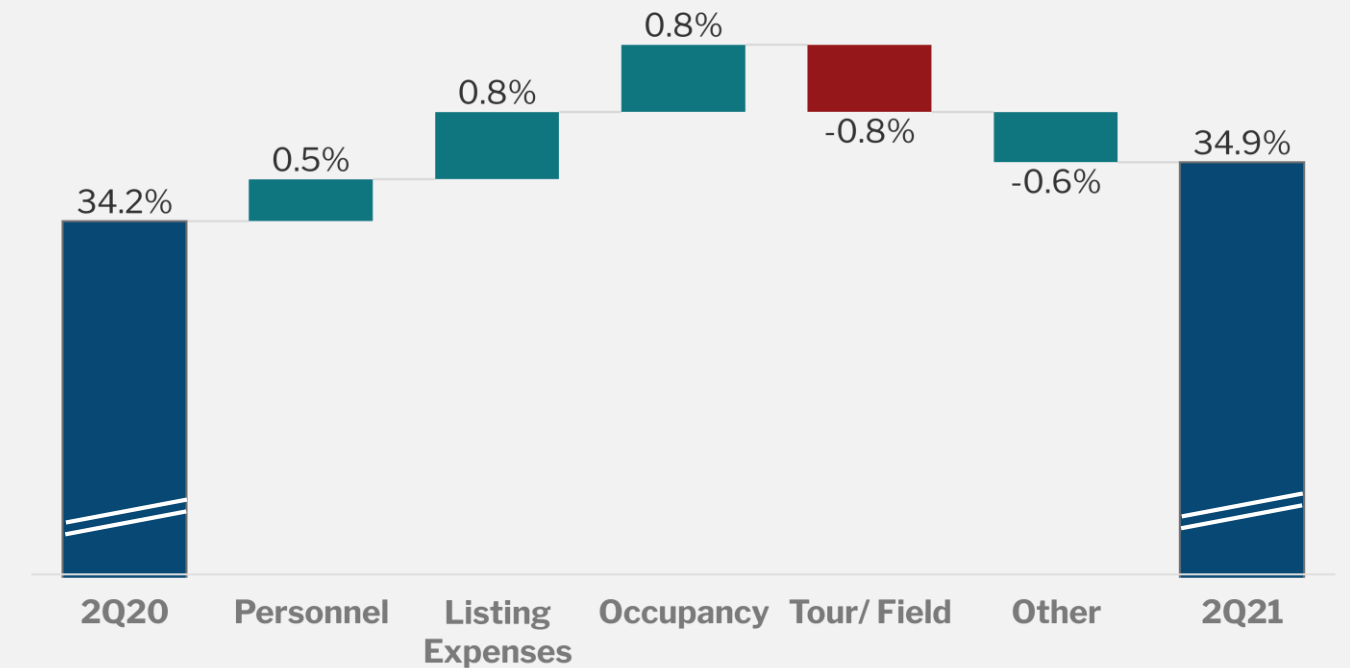
+87% Y/Y

\$ Millions	Q2 2021	Q2 2020	YoY Change
Brokerage revenue	\$ 238	\$ 129	85%
Partner revenue	15	7	126%
Total real estate services revenue	\$ 252	\$ 135	87%
Aggregate home value of transactions	\$ 14,612	\$ 7,576	93%
U.S. market share	1.18%	0.94%	24 bps
Average lead agents	2,456	1,399	76%
Brokerage transactions	21,006	13,828	52%
Transactions per lead agent	8.6	9.9	-13%
Partner transactions	4,597	2,691	71%

Q2 2021 Gross Margin

**34.9%**

+70 bps Y/Y



# Properties

Q2 2021 Revenue

**\$172M**

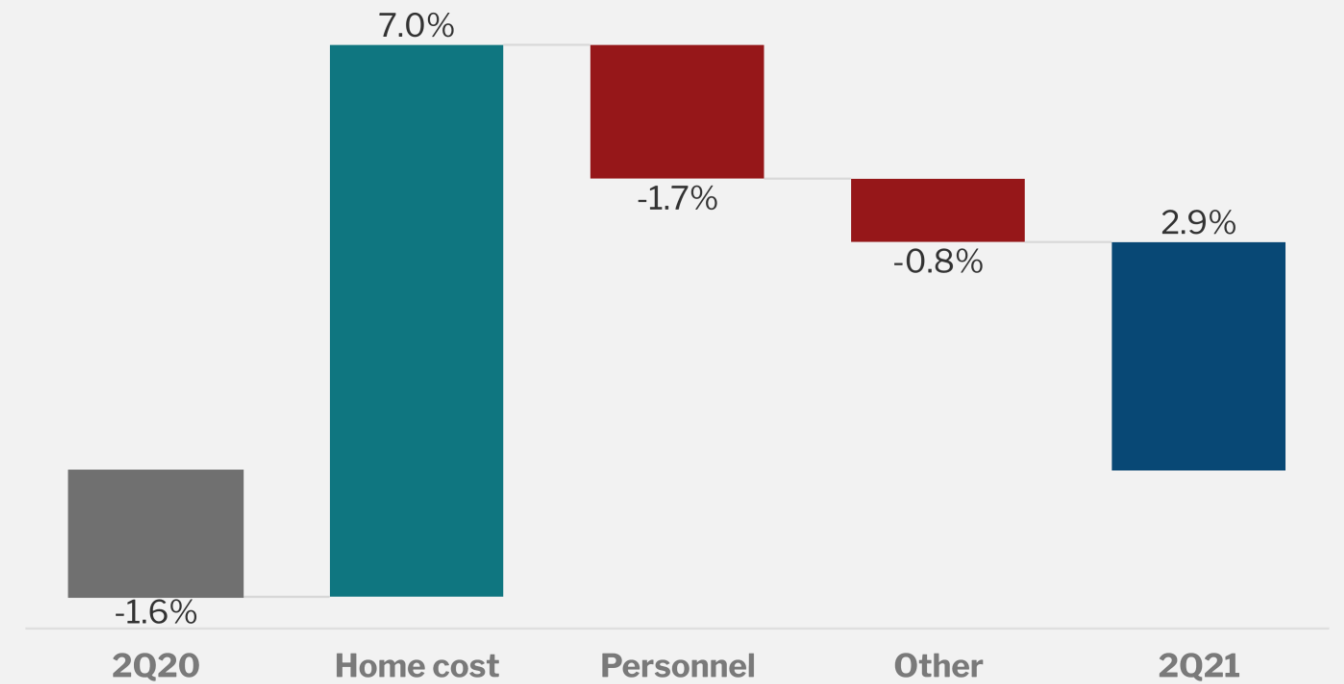
+139% Y/Y

\$ Millions	Q2 2021	Q2 2020	YoY Change
RedfinNow revenue	\$ 167	\$ 72	131%
Other properties revenue	6	0	NM
<b>Total properties revenue</b>	<b>172</b>	<b>72</b>	<b>139%</b>
RedfinNow transactions	292	162	80%
Revenue per transaction (thousands)	\$ 571	\$ 445	28%

Q2 2021 Gross Margin

**2.9%**

+450 bps Y/Y

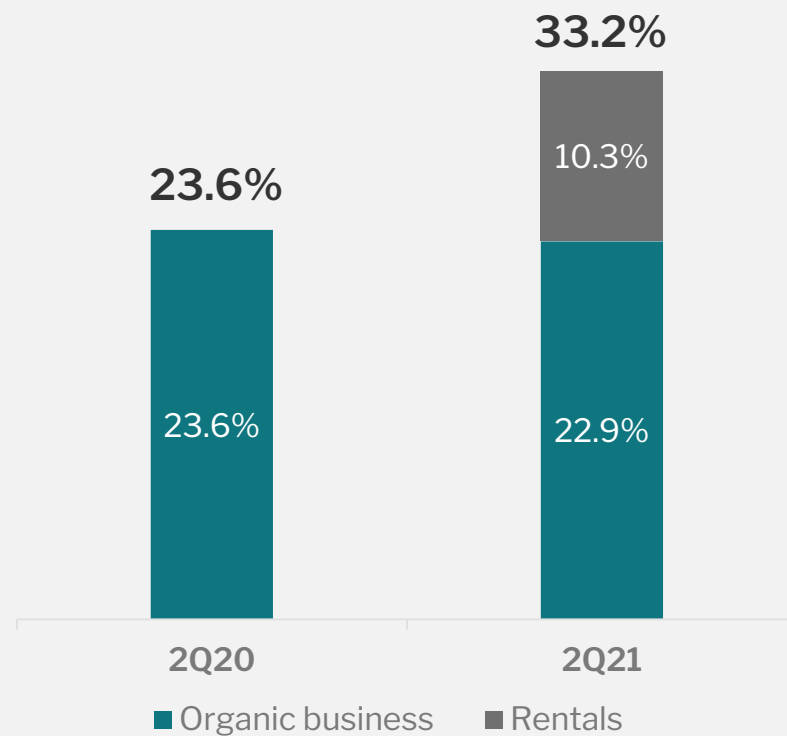


# Operating Expenses

Q2 2021 % of Revenue

**33.2%**

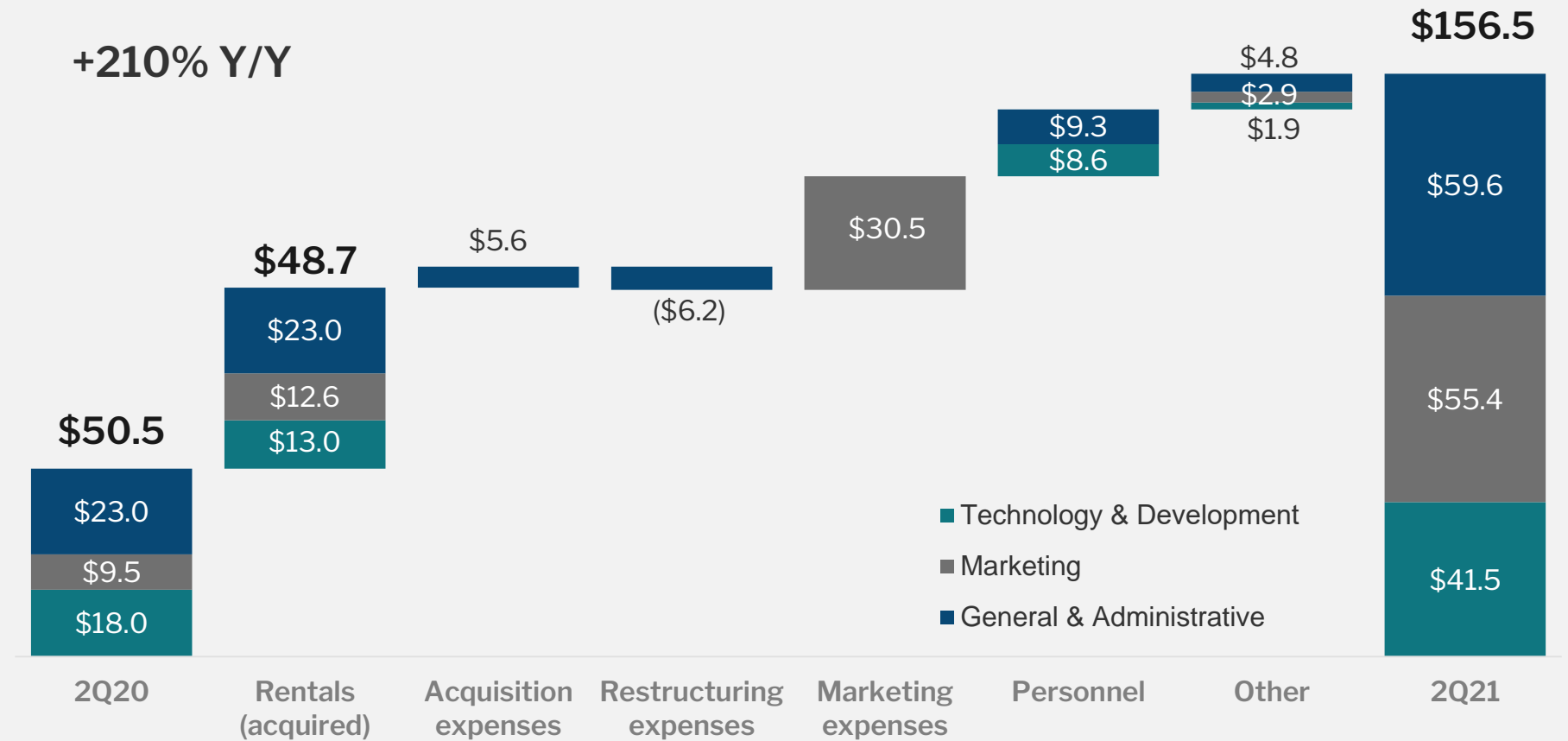
+960 bps Y/Y



Q2 2021 Operating Expenses

**\$156M**

+210% Y/Y

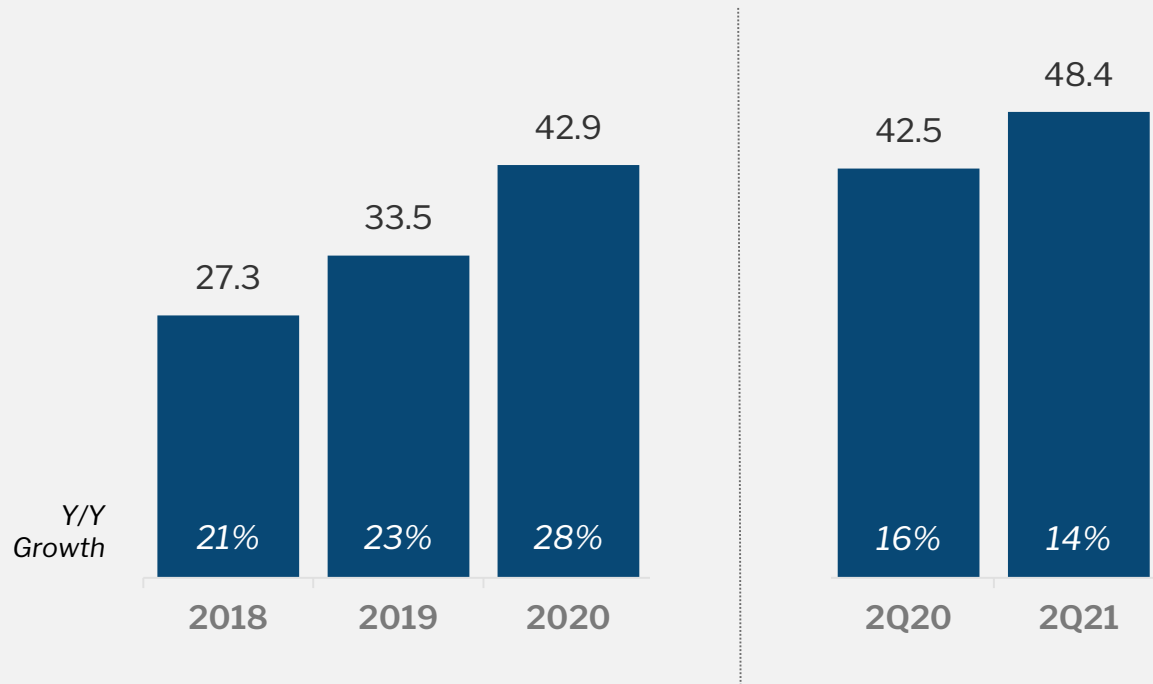


# Key Metrics

### Q2 2021 Average Monthly Visitors

# 48M

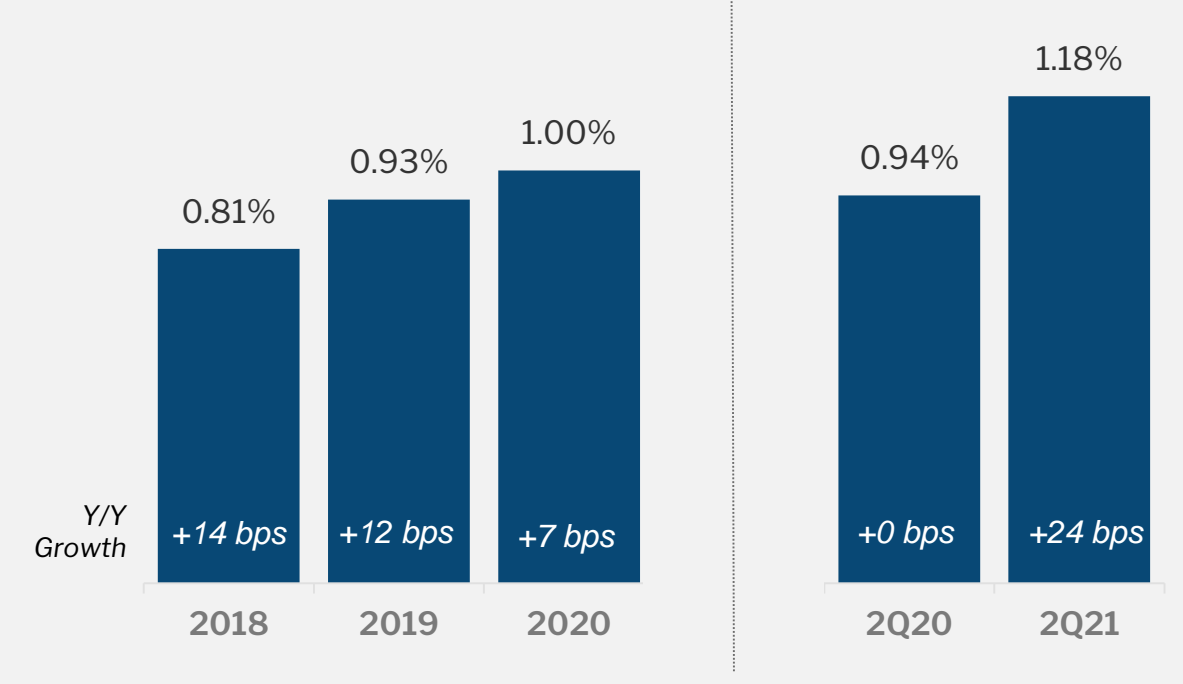
+14% Y/Y



### Q2 2021 U.S. Market Share by Value

# 1.18%

+24 bps Y/Y





# Q3 Outlook

\$ in millions	Low	High	Assumptions
<b>Total Revenue</b>	\$530M	\$541M	<ul style="list-style-type: none"> <li>Year over year growth between 124% and 128%</li> </ul>
<b>Properties Revenue</b>	\$231M	\$236M	<ul style="list-style-type: none"> <li>Year over year growth between 1,077% to 1,102%</li> </ul>
<b>Rentals Revenue</b>	\$40M	\$41M	<ul style="list-style-type: none"> <li>Rentals contribution to the net loss is expected to be about \$17 million</li> </ul>
<b>Net Loss</b>	\$24M	\$20M	<ul style="list-style-type: none"> <li>Real estate services gross margin to decrease compared to Q3 2020</li> <li>\$50 million in total marketing expense</li> <li>\$14 million in stock-based compensation, \$14 million in D&amp;A, \$4 million in interest expense</li> <li>We expect to pay a quarterly dividend of 30,640 shares of common stock to our preferred shareholder</li> </ul>

**REDFIN**

**Thank You**