

REDFIN

A Technology-Powered
Real Estate Company

Q3 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 September 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.

Q3 2021 Highlights



Brokerage demand remains high - well positioned heading into 2022



Reached market share of 1.16% (+12 bps year-over-year)¹



49.1 million average monthly visitors (flat v. prior year)²



RedfinNow is open for business; built for long-term sustainability



On-track to launch rental listings on Redfin.com in March 2022



Title and mortgage business will contribute to our long-term growth



Unique pairing of service and technology to better serve our customers

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.

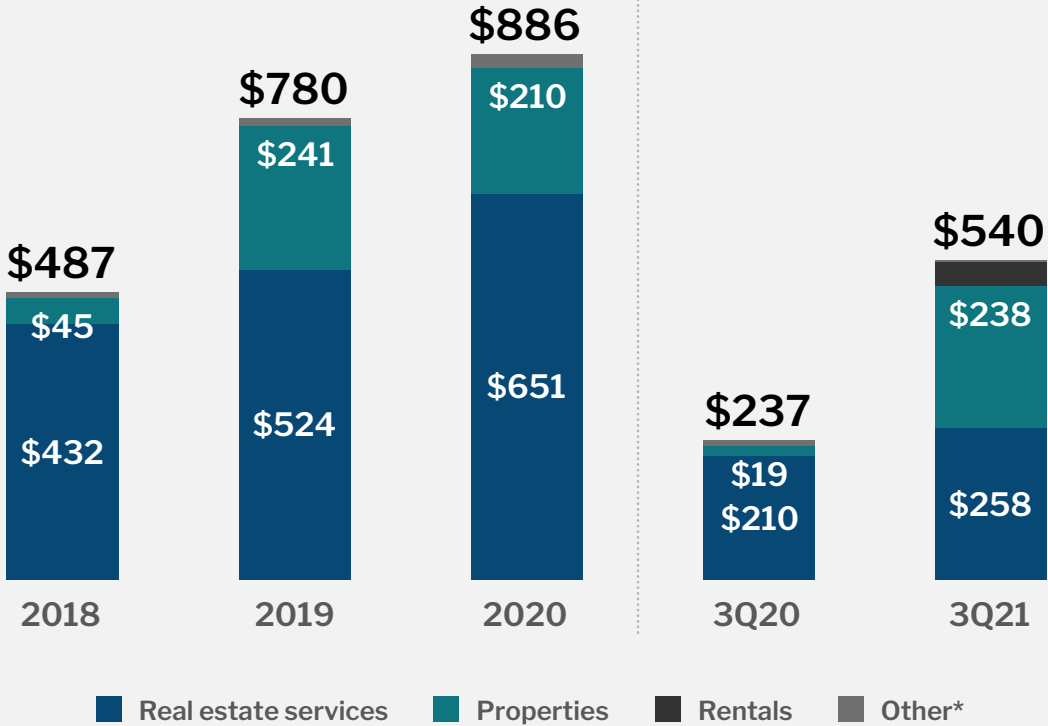
2. Source: Google Analytics, web and mobile application visitors.

Key Financial Results

Q3 2021 Revenue

\$540M

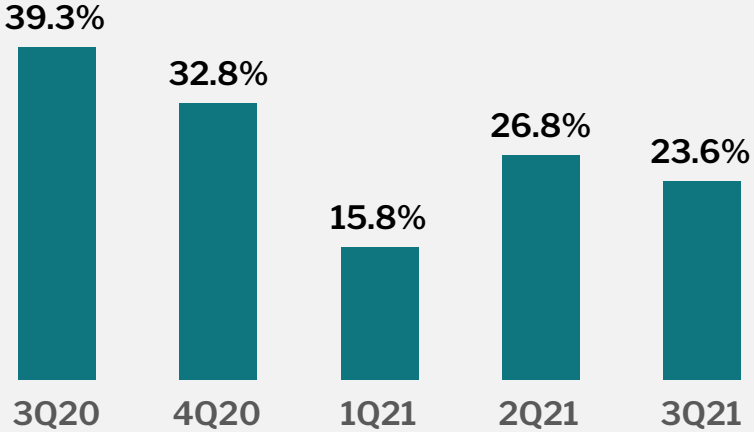
+128% Y/Y



Q3 2021 Gross Margin

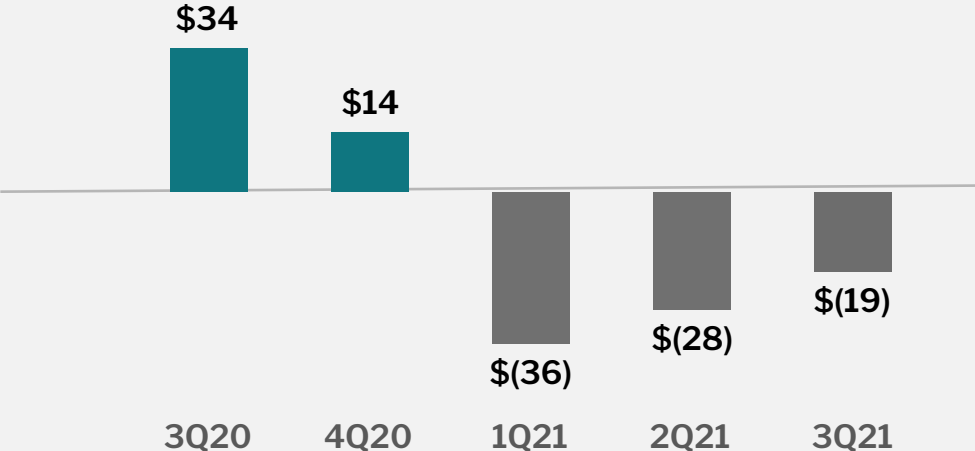
23.6%

-1570 bps Y/Y



Q3 2021 Net Income / (Loss)

\$(19)M



* Other revenue is net of intercompany eliminations.

Real Estate Services

Q3 2021 Revenue

\$258M

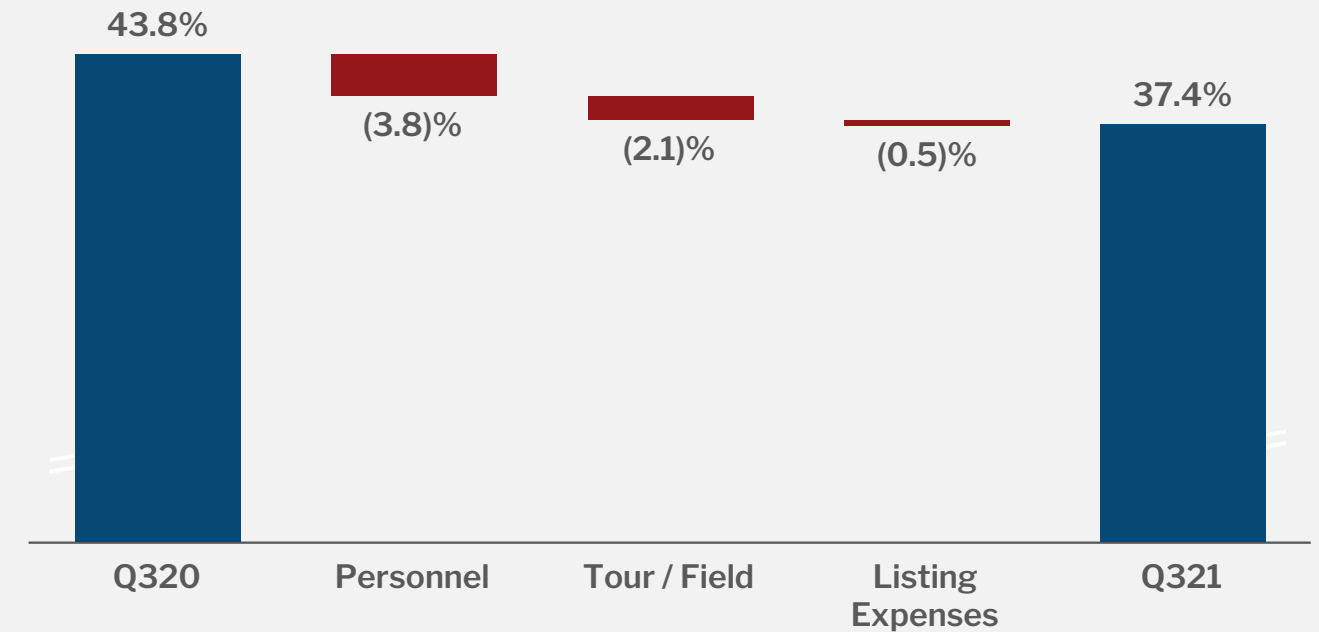
+23% Y/Y

Q3 2021 Gross Margin

37.4%

-640 bps Y/Y

\$ Millions	Q3 2021	Q3 2020	YoY Change
Brokerage revenue	\$ 244	\$ 194	26 %
Partner revenue	14	15	(7)%
Total real estate services revenue	\$ 258	\$ 210	23 %
Aggregate home value of transactions (\$M)	\$ 14,926	\$ 12,207	22 %
U.S. market share	1.16 %	1.04 %	12 bps
Average lead agents	2,370	1,820	30 %
Brokerage transactions	21,929	18,980	16 %
Transactions per lead agent	9.3	10.4	(11)%
Partner transactions	4,755	5,180	(8)%



Properties

Q3 2021 Revenue

\$238M

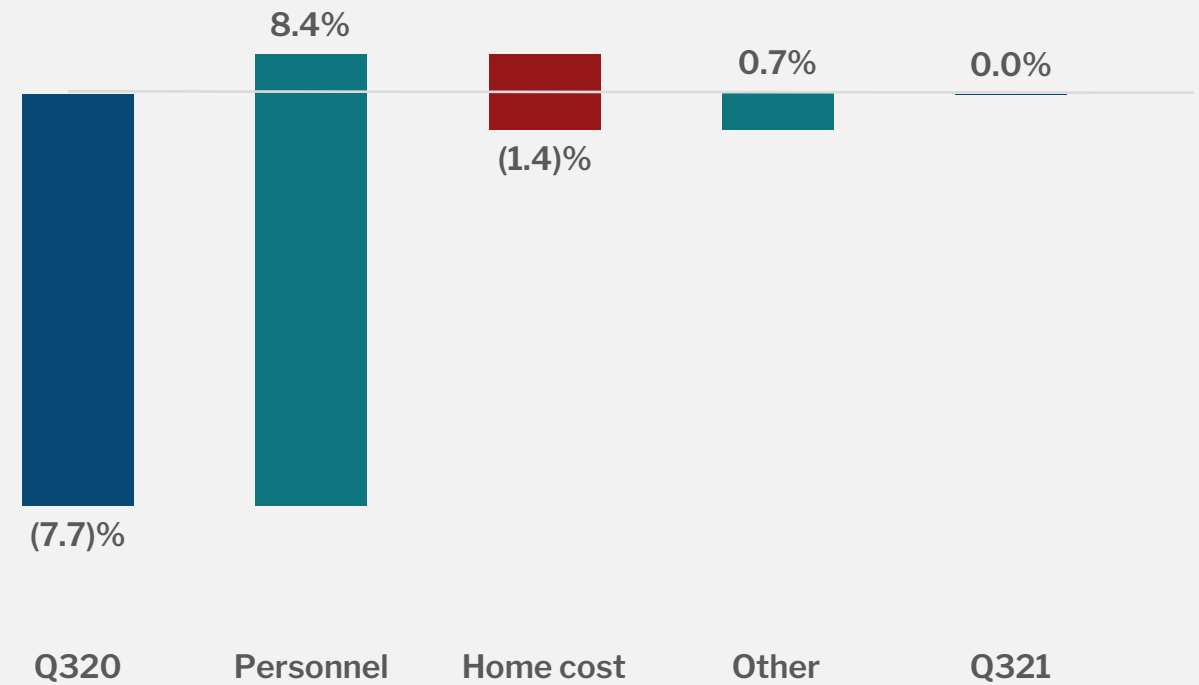
+1,154% Y/Y

Q3 2021 Gross Margin

0.0%

+770 bps Y/Y

\$ Millions	Q3 2021	Q3 2020	YoY Change
RedfinNow revenue	\$ 232	\$ 19	1,144 %
Other properties revenue	6	—	NM
Total properties revenue	\$ 238	\$ 19	1,154 %
RedfinNow homes sold	388	37	949 %
Revenue per home sold (thousands)	\$ 598	\$ 505	18 %
RedfinNow homes purchased	720	76	847 %

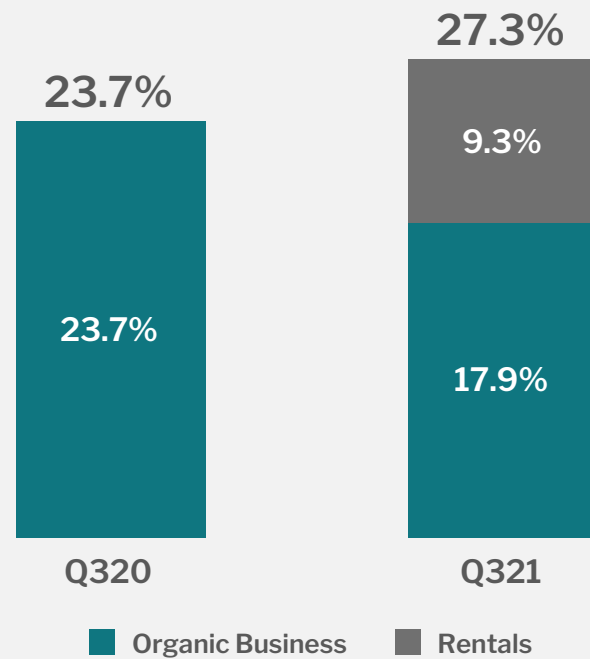


Operating Expenses

Q3 2021 % of Revenue

27.3%

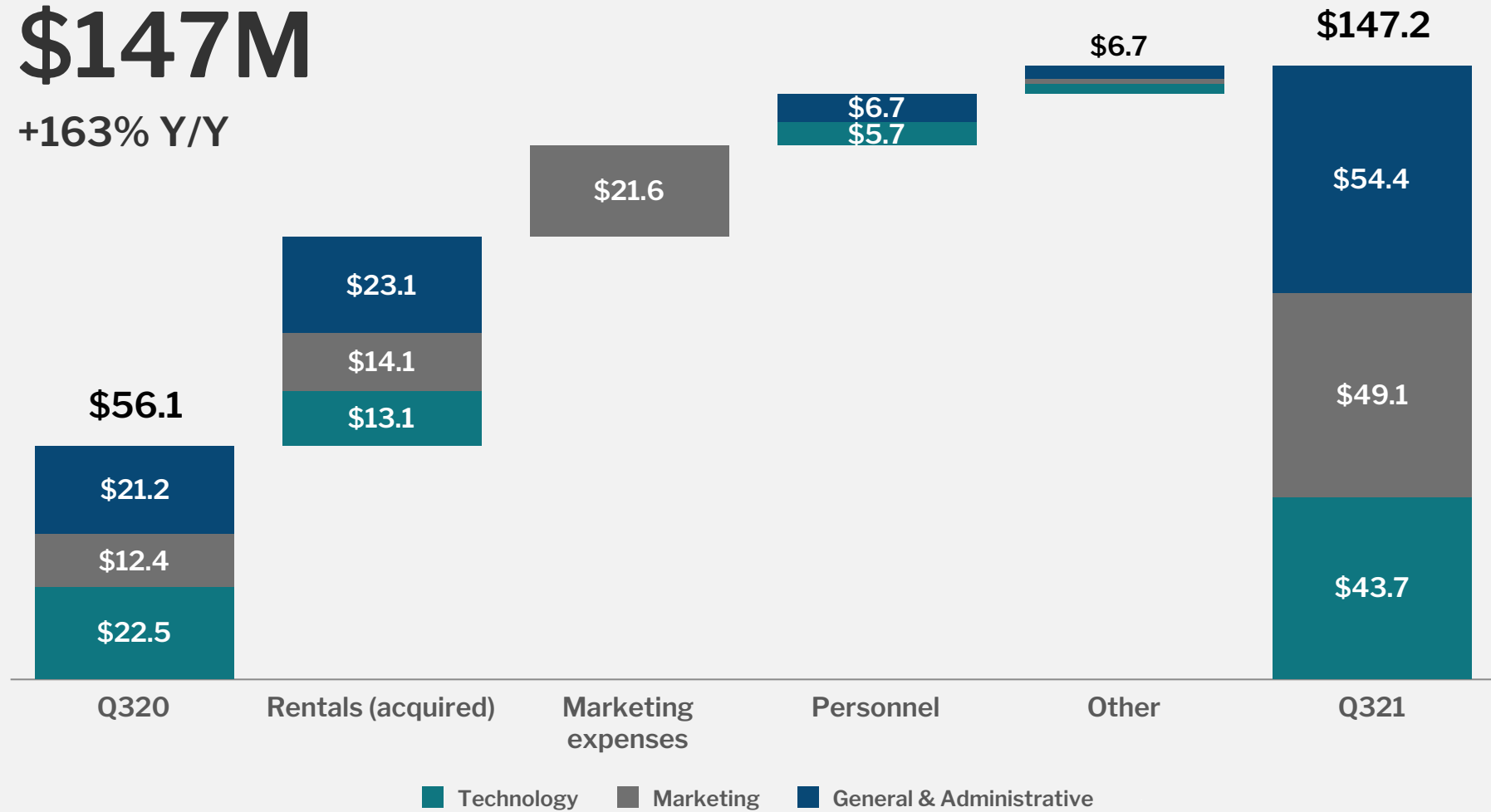
+360 bps Y/Y



Q3 2021 Operating Expenses

\$147M

+163% Y/Y

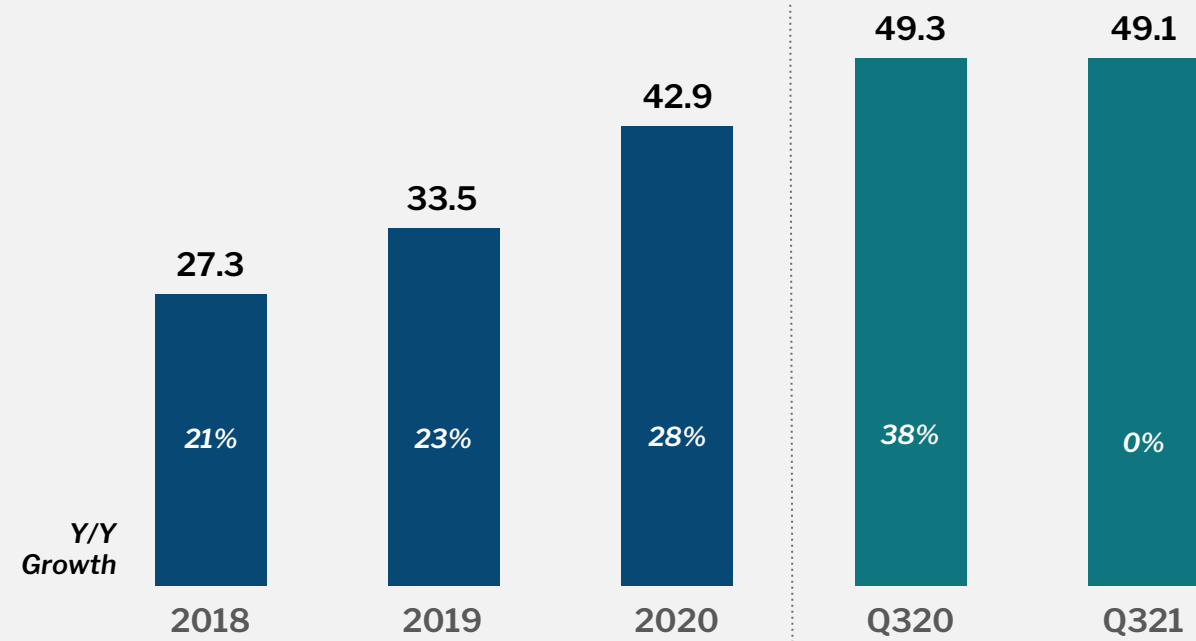


Key Metrics

Q3 2021 Average Monthly Visitors

49M

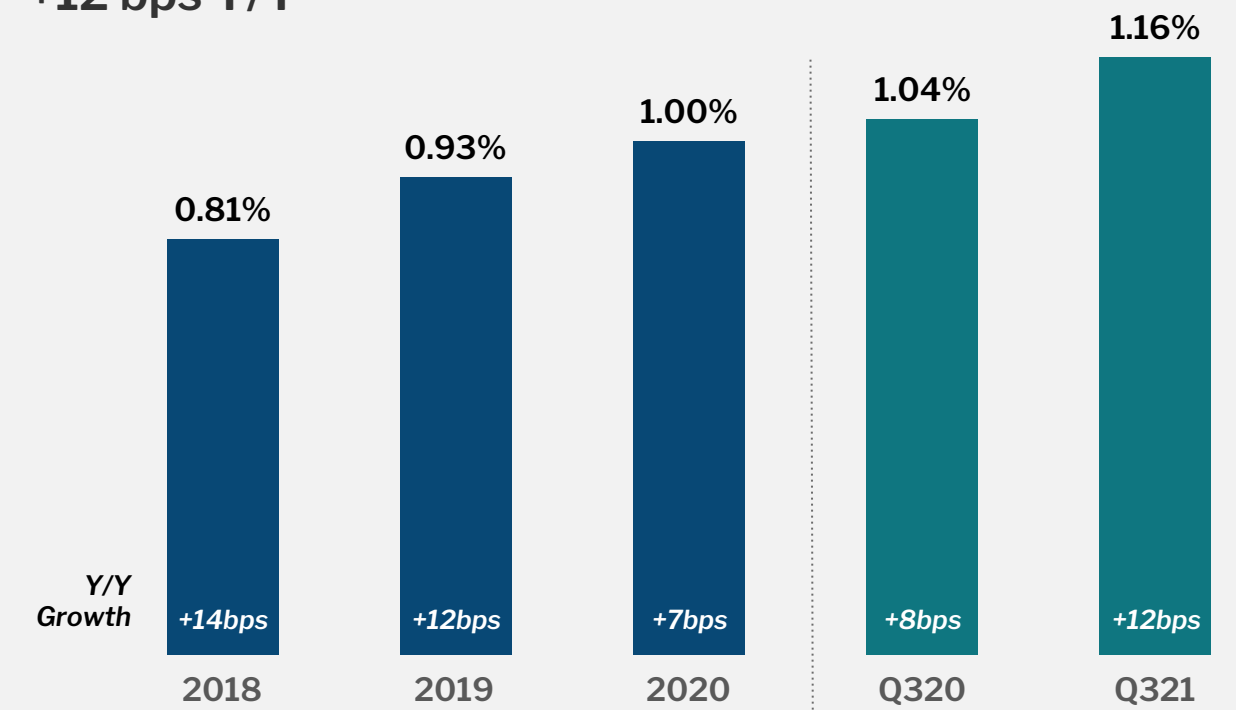
0% Y/Y



Q3 2021 U.S. Market Share by Value

1.16%

+12 bps Y/Y



Q4 Outlook

\$ in millions	Low	High	Assumptions
Total Revenue	\$585	\$606	<ul style="list-style-type: none"> Year over year growth between 139% and 148%
Real Estate Services	225	230	<ul style="list-style-type: none"> Year over year growth between 14% to 17%
Properties	319	334	<ul style="list-style-type: none"> Year over year growth between 697% to 735%
Rentals	38	39	<ul style="list-style-type: none"> Rentals contribution to net loss is expected to be about \$15 million
Other & Eliminations	3	3	<ul style="list-style-type: none"> Includes revenue from mortgage, title and other revenue as well as inter-company eliminations
Net Loss	\$36	\$31	<ul style="list-style-type: none"> Real estate services gross margin to decrease compared to Q4 2020 and be in-line or better compared to Q4 2019 \$24 million in total marketing expense¹ \$16 million in stock-based compensation, \$15 million in D&A, \$4 million in interest expense We expect to pay a quarterly dividend of 30,640 shares of common stock to our preferred shareholder

1. Note: Q4 outlook implies FY 2021 marketing expense as a percentage of total revenue ex-properties of 13%, which is roughly consistent with FY 2019 at 14%.

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Thank You