



REDFIN

A Technology-Powered
Real Estate Company

Q2 2022 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, 2021, as supplemented by Part II, Item 1A of our Quarterly Report on Form 10-Q for the quarter ended June 30, 2022, 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 2022 Highlights



Real estate services revenue of \$252M (v. guidance of \$249M-\$256M)



Reached market share (by units) of 0.82% (+5 bps year-over-year)¹



53 million average monthly visitors (+9% v. prior year)²



Properties generated its 6th consecutive quarter of positive gross profit



Relaunched as Rent. in June; first quarter of sequential revenue growth



Closed Bay Equity acquisition April 1; achieved attach rate of 11% in June



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

(1) Please refer to our 10-Q for additional information on how market share is calculated. We are now reporting market share by units rather than by dollar volume.

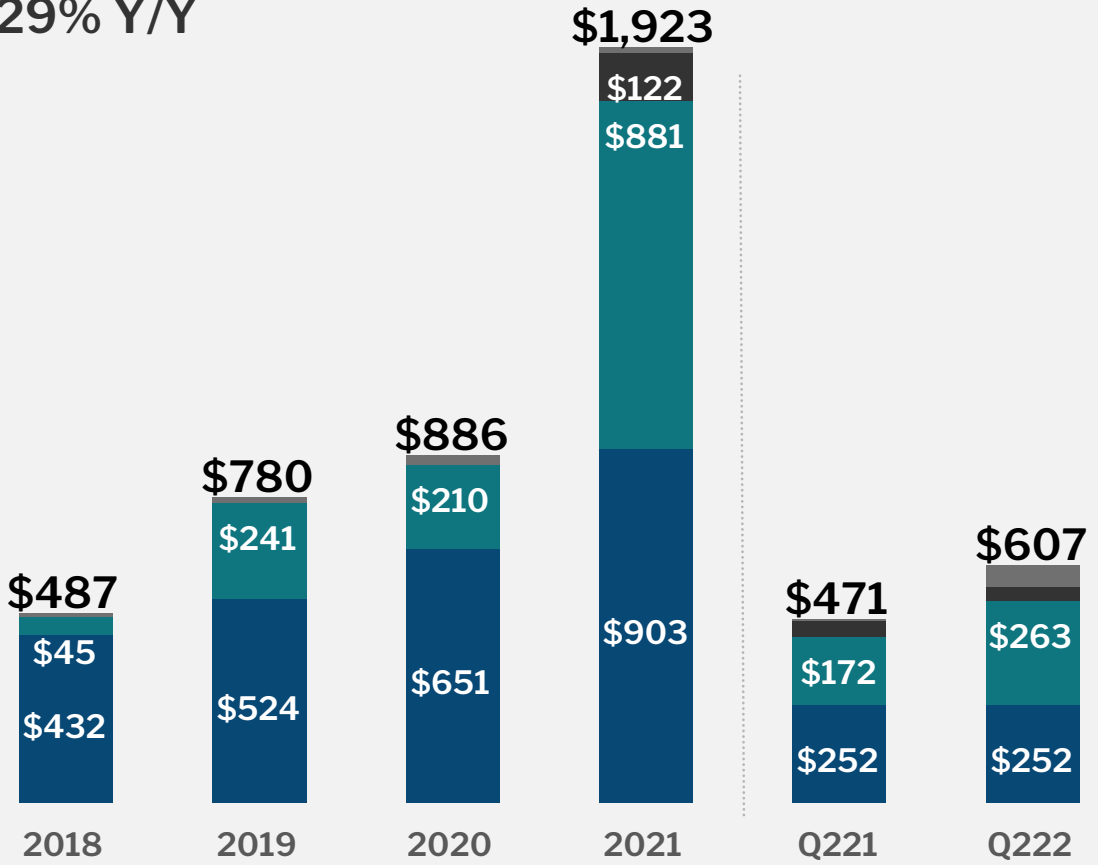
(2) Source: Google Analytics, web and mobile application visitors.

Key Financial Results

Q2 2022 Revenue

\$607M

+29% Y/Y

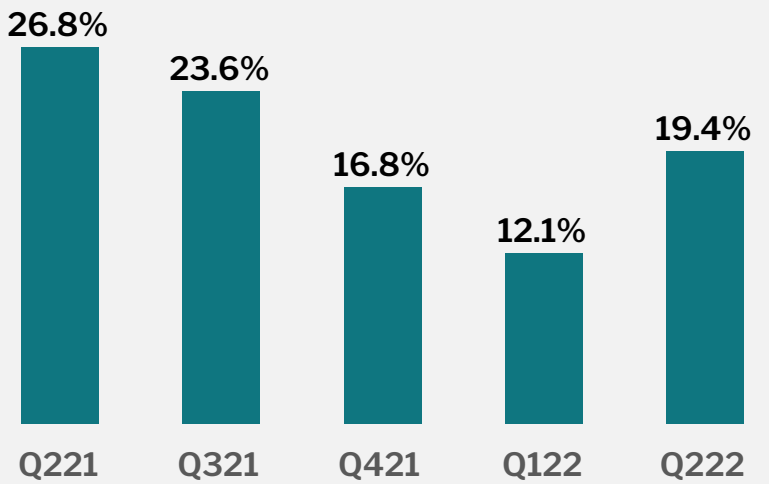


Real estate services Properties
Rentals Mortgage, Other & Eliminations

Q2 2022 Gross Margin

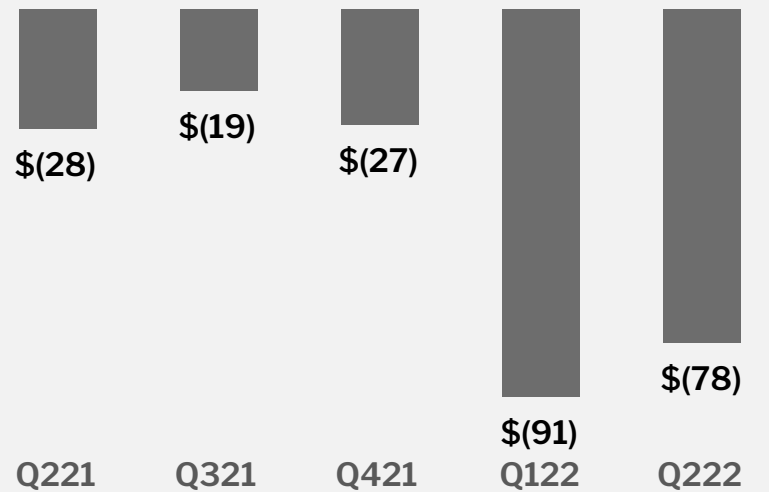
19.4%

-740 bps Y/Y



Q2 2022 Net Loss

\$78M



Real Estate Services

Q2 2022 Revenue

\$252M

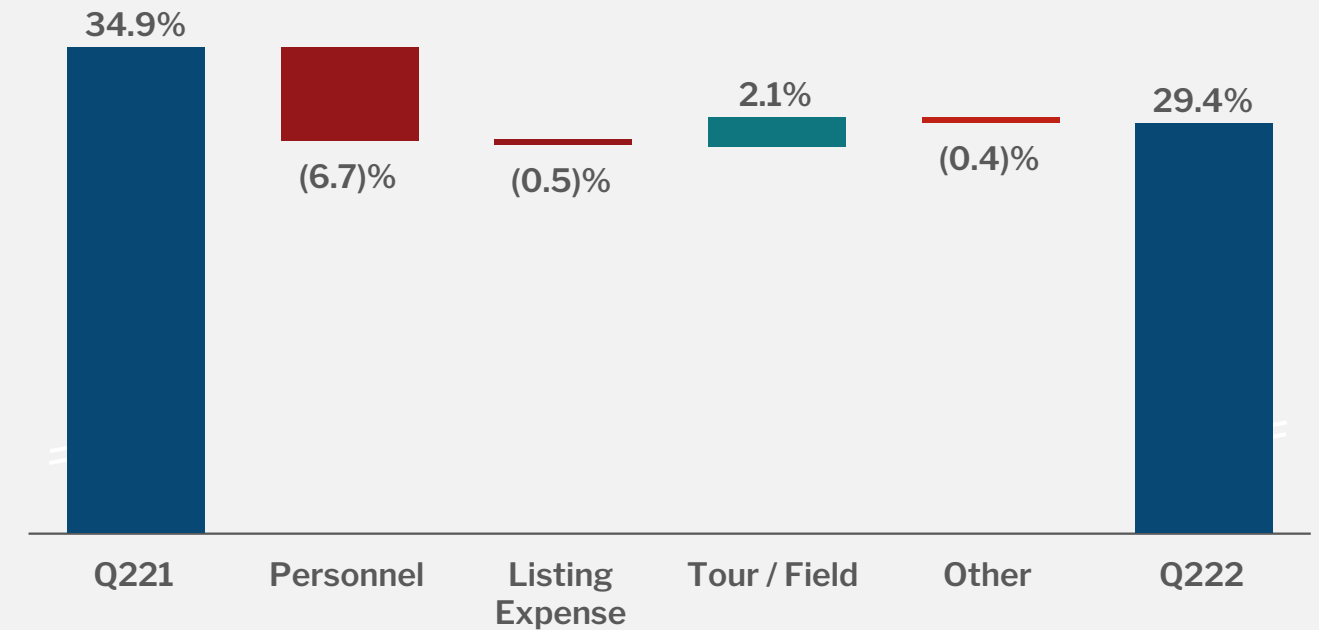
0% Y/Y

Q2 2022 Gross Margin

29.4%

-550 bps Y/Y

\$ Millions	Q2 2022	Q2 2021	YoY Change
Brokerage revenue	\$ 240	\$ 238	1 %
Partner revenue	11	15	(23)%
Total real estate services revenue	\$ 252	\$ 252	— %
U.S. market share	0.82 %	0.77 %	5 bps
Average lead agents	2,640	2,456	7 %
Brokerage transactions	20,565	21,006	(2)%
Transactions per lead agent	7.8	8.6	(9)%
Partner transactions	3,983	4,597	(13)%



Properties

Q2 2022 Revenue

\$263M

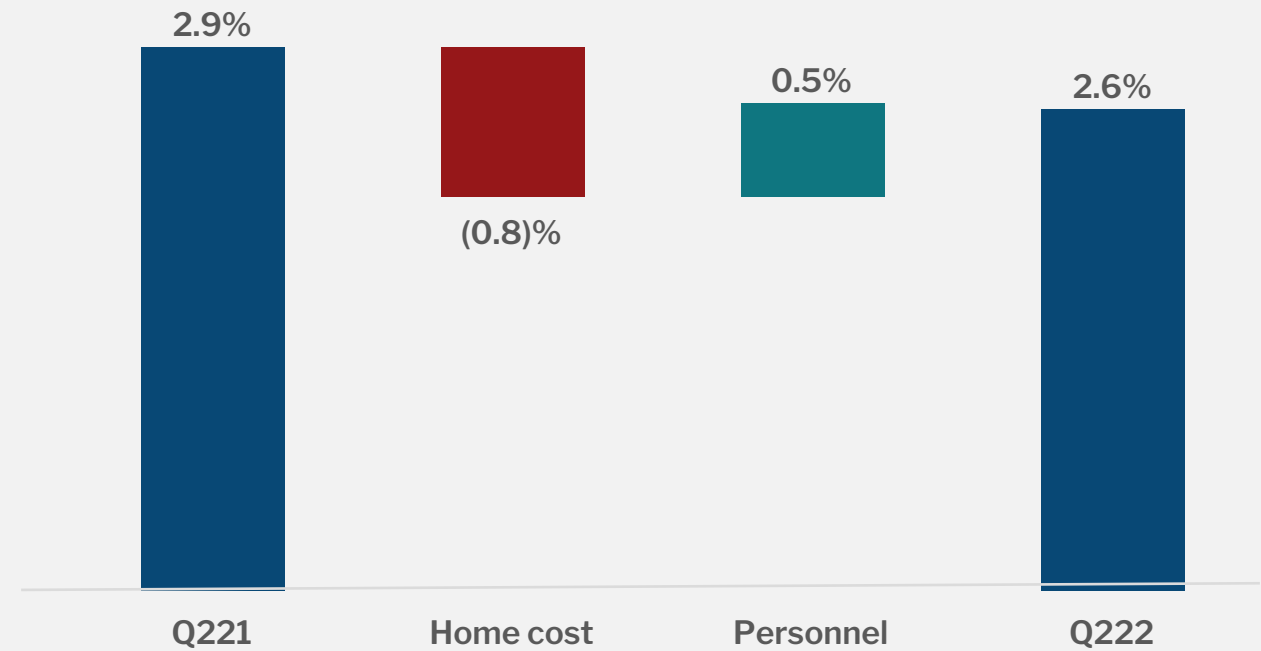
+52% Y/Y

Q2 2022 Gross Margin

2.6%

-30 bps Y/Y

\$ Millions	Q2 2022	Q2 2021	YoY Change
RedfinNow revenue	\$ 256	\$ 167	53 %
Other properties revenue	7	6	NM
Total properties revenue	\$ 263	\$ 172	52 %
RedfinNow homes sold	423	292	45 %
Revenue per home sold (thousands)	\$ 604	\$ 572	6 %
RedfinNow homes purchased	647	552	17 %

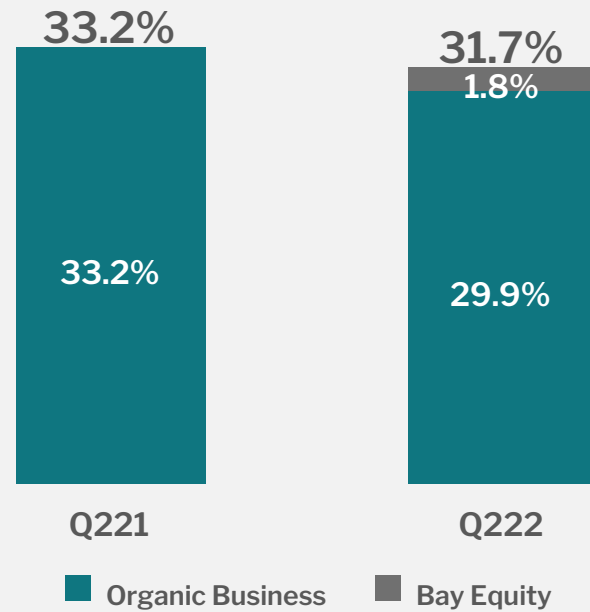


Operating Expenses

Q2 2022 % of Revenue

31.7%

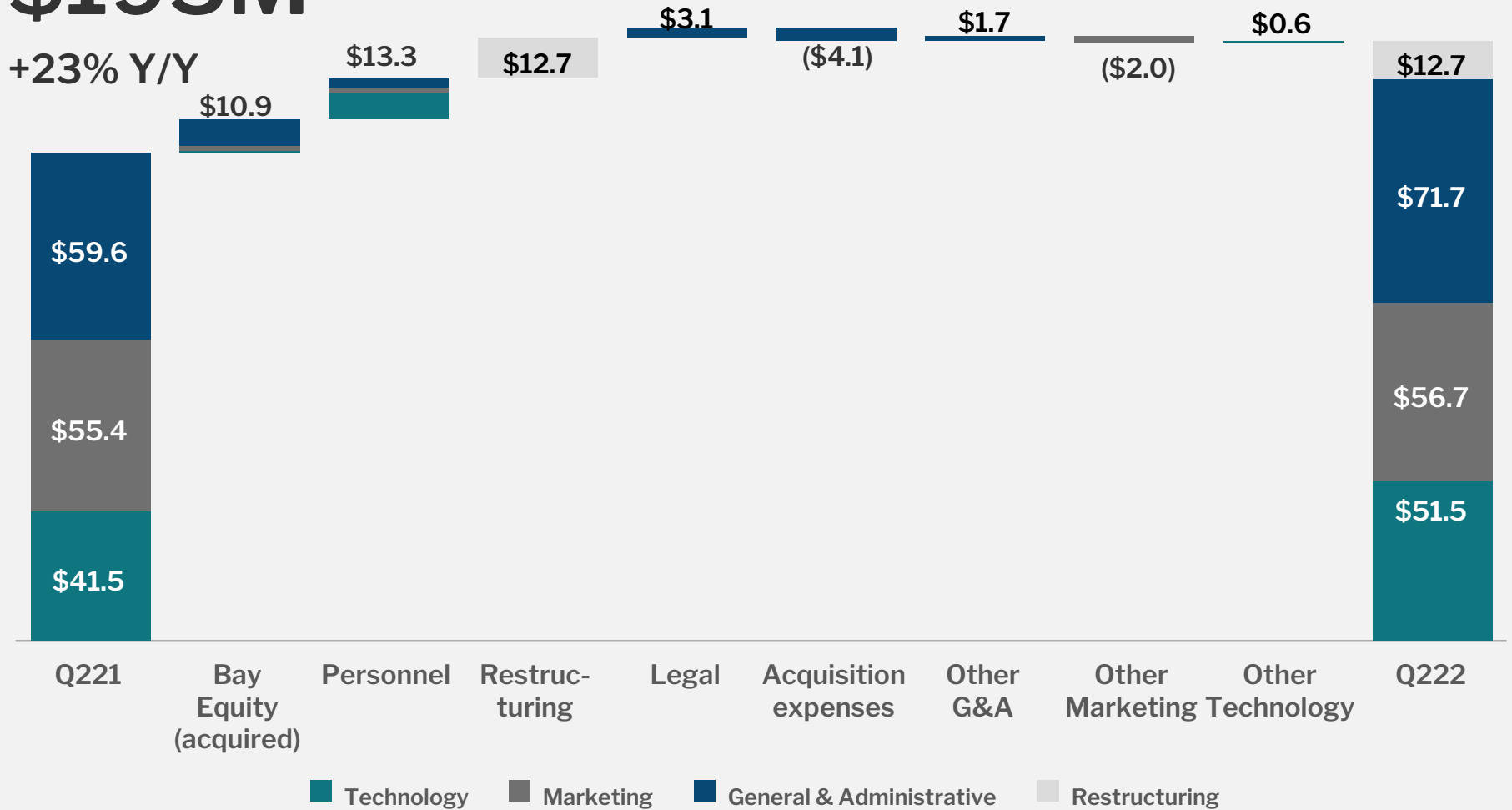
-150 bps Y/Y



Q2 2022 Operating Expenses

\$193M

+23% Y/Y

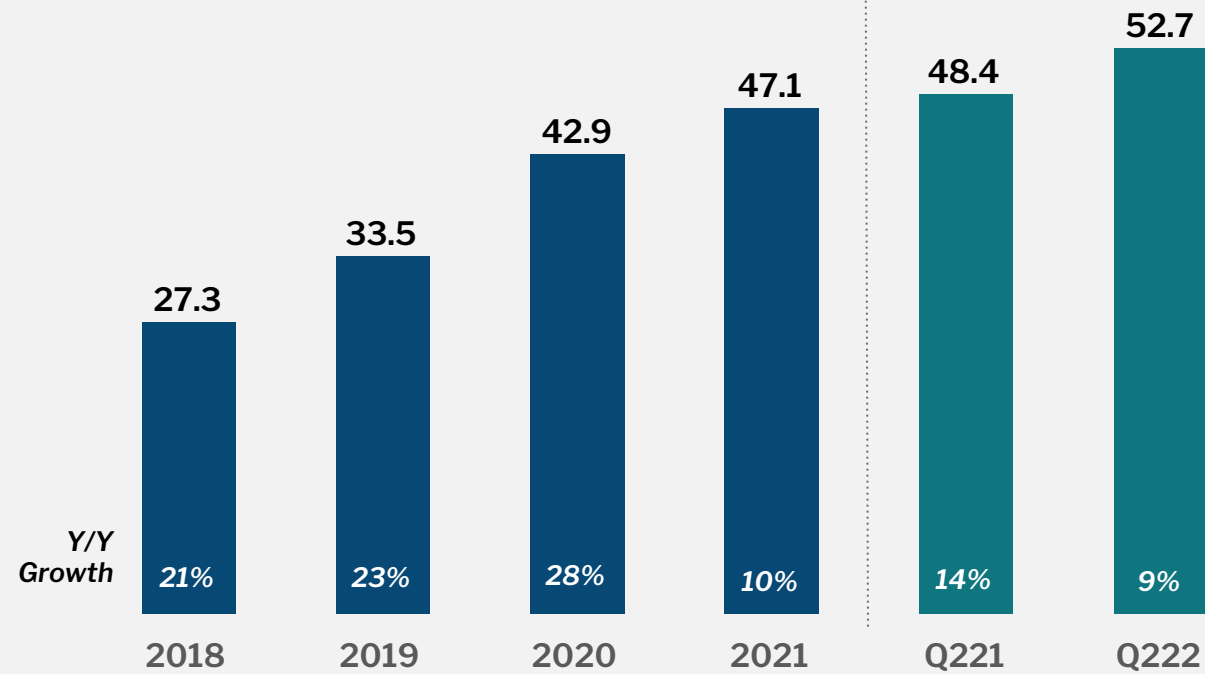


Traffic and Market Share

Q2 2022 Average Monthly Visitors

\$53M

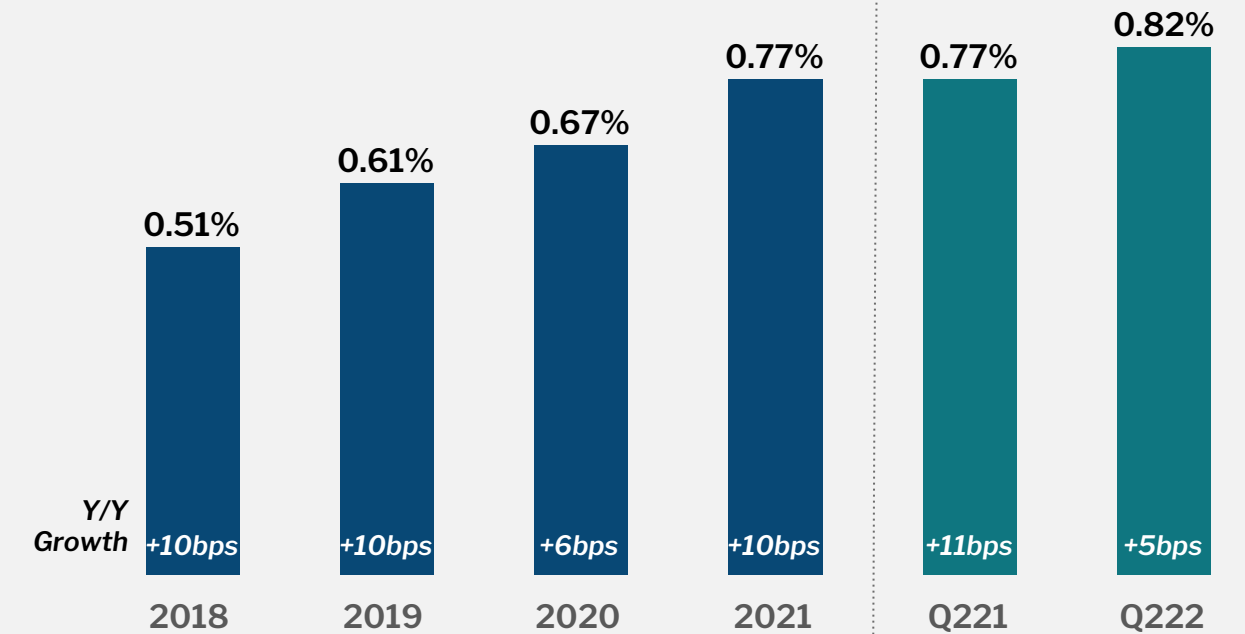
+9% Y/Y



Q2 2022 U.S. Market Share by Units¹

0.82%

+5 bps Y/Y



Median Home Price	\$398,000	\$392,000	\$410,000	\$455,000	\$465,000	\$487,000
Average Home Price	\$473,074	\$468,464	\$492,865	\$555,119	\$570,702	\$591,533
Transactions (Units)	54,562	65,174	75,800	94,579	25,603	24,548

(1) Prior to the second quarter of 2022, we reported our U.S. market share based on the aggregate home value of our real estate services transactions, relative to the aggregate value of all U.S. home sales, which we computed based on the mean sale price of U.S. homes provided by the National Association of REALTORS® (“NAR”). Beginning in the second quarter of 2022, NAR (1) revised its methodology of computing the mean sale price, (2) restated its previously reported mean sale price beginning from January 2020 (and indicated that previously reported mean sale price prior to January 2020 is not comparable), and (3) discontinued publication of the mean sale price as part of its primary data set. Due to these changes, we are now reporting our U.S. market share based on the number of homes sold, rather than the dollar value of homes sold. Our market share by number of homes sold has historically been lower than our market share by dollar value of homes sold.

Q3 2022 Outlook

\$ in millions	Low	High	Assumptions
Total Revenue	\$590	\$627	<ul style="list-style-type: none"> Year over year growth between 9% and 16%
Real Estate Services	200	208	<ul style="list-style-type: none"> Year over year decline between (22)% to (19)% Gross margin to decrease compared to Q3 2021
Properties	305	330	<ul style="list-style-type: none"> Year over year growth between 28% to 39% Gross margin negative for the quarter
Rentals	37	38	<ul style="list-style-type: none"> Year over year decline between (8)% to (5)%
Mortgage	45	48	<ul style="list-style-type: none"> Gross margins flat to down quarter over quarter
Other & Eliminations	3	3	<ul style="list-style-type: none"> Includes revenue from title and other revenue as well as inter-company eliminations
Net Loss	(87)	(79)	<ul style="list-style-type: none"> \$37 million in total marketing expense Quarterly dividend of 30,640 shares of common stock to our preferred shareholder
Adjusted EBITDA	(47)	(39)	<ul style="list-style-type: none"> Approximately \$19 million in stock-based compensation, \$16 million in D&A and \$5 million in interest expense

Note: Figures may not sum due to rounding.

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Thank You