



REDFIN

A Technology-Powered
Real Estate Company

Q4 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, 2021, 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.

Q4 2021 Highlights



Brokerage demand remains strong - well positioned heading into 2022



Reached market share of 1.15% (+11 bps year-over-year)¹



44.7 million average monthly visitors (+1% v. prior year)²



Properties generated positive gross profit



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



In January 2022, announced an agreement to acquire Bay Equity³



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

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.

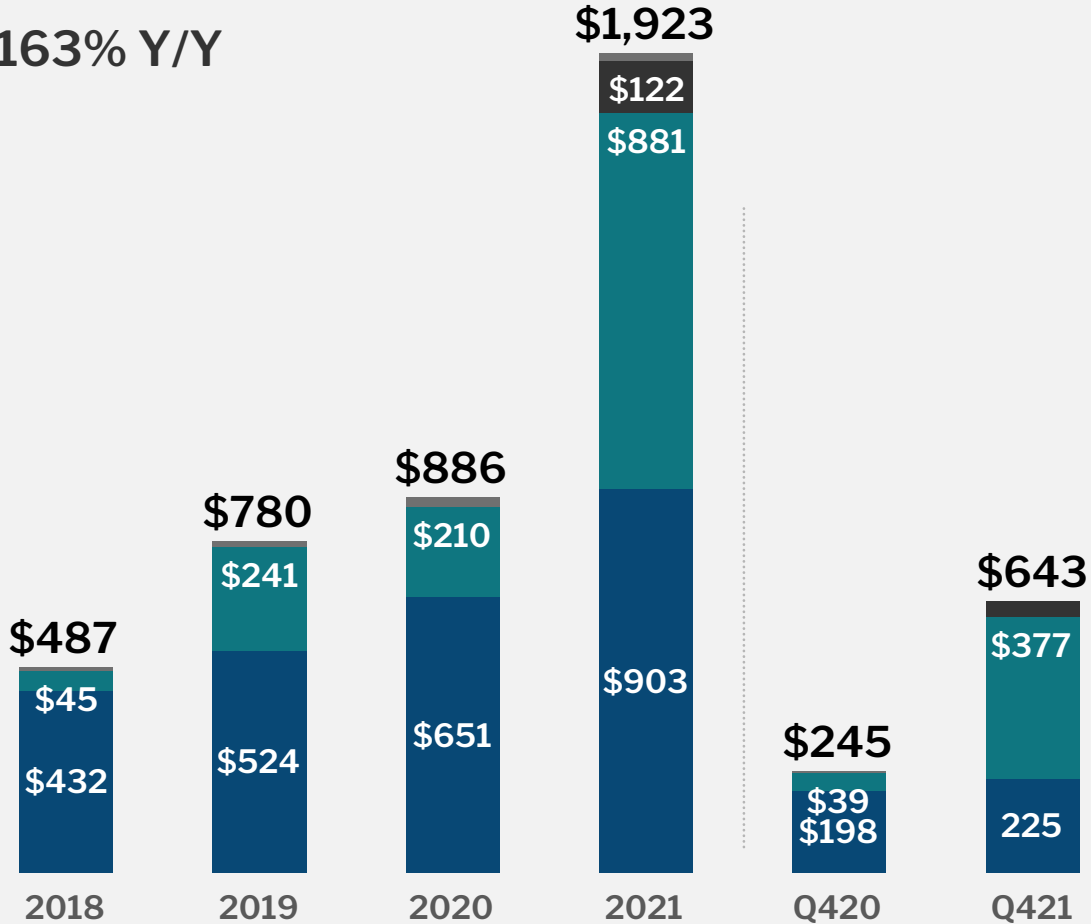
3. Acquisition of Bay Equity was announced on January 11, 2022 and is expected to close in Q2 2022. See the announcement press release for additional information on the acquisition.

Key Financial Results

Q4 2021 Revenue

\$643M

+163% Y/Y

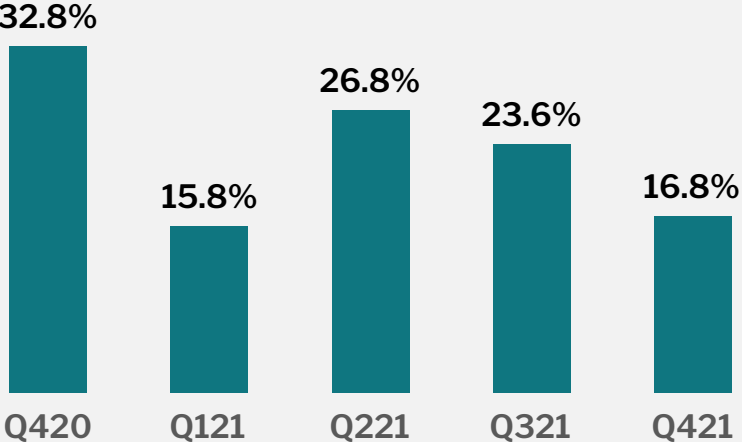


Real estate services Properties Rentals Other*

Q4 2021 Gross Margin

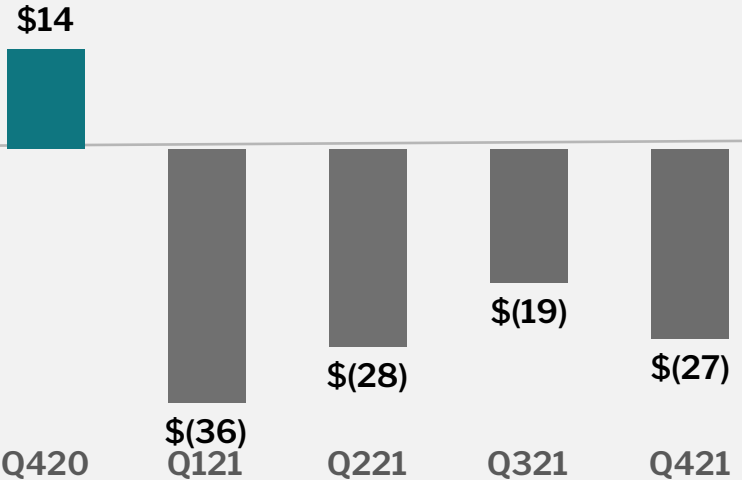
16.8%

-1600 bps Y/Y



Q4 2021 Net Income / (Loss)

\$(27.0)M



* Other revenue is net of intercompany eliminations.

Real Estate Services

Q4 2021 Revenue

225M

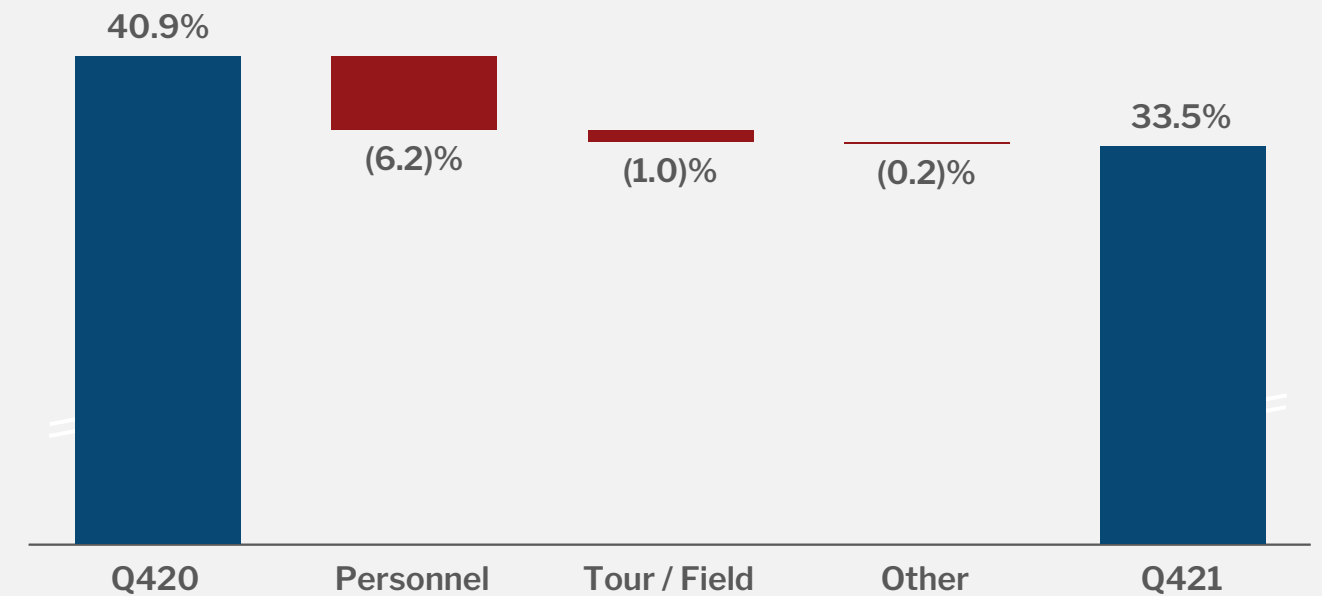
+14% Y/Y

Q4 2021 Gross Margin

33.5%

-740 bps Y/Y

\$ Millions	Q4 2021	Q4 2020	YoY Change
Brokerage revenue	212	\$ 182	16 %
Partner revenue	13	15	(16)%
Total real estate services revenue	\$ 225	\$ 198	14 %
Aggregate home value of transactions (\$M)	\$ 13,255	\$ 11,478	15 %
U.S. market share	1.15 %	1.04 %	11 bps
Average lead agents	2,485	1,981	25 %
Brokerage transactions	19,428	16,951	15 %
Transactions per lead agent	7.8	8.6	(9)%
Partner transactions	4,603	4,940	(7)%



Properties

Q4 2021 Revenue

\$377M

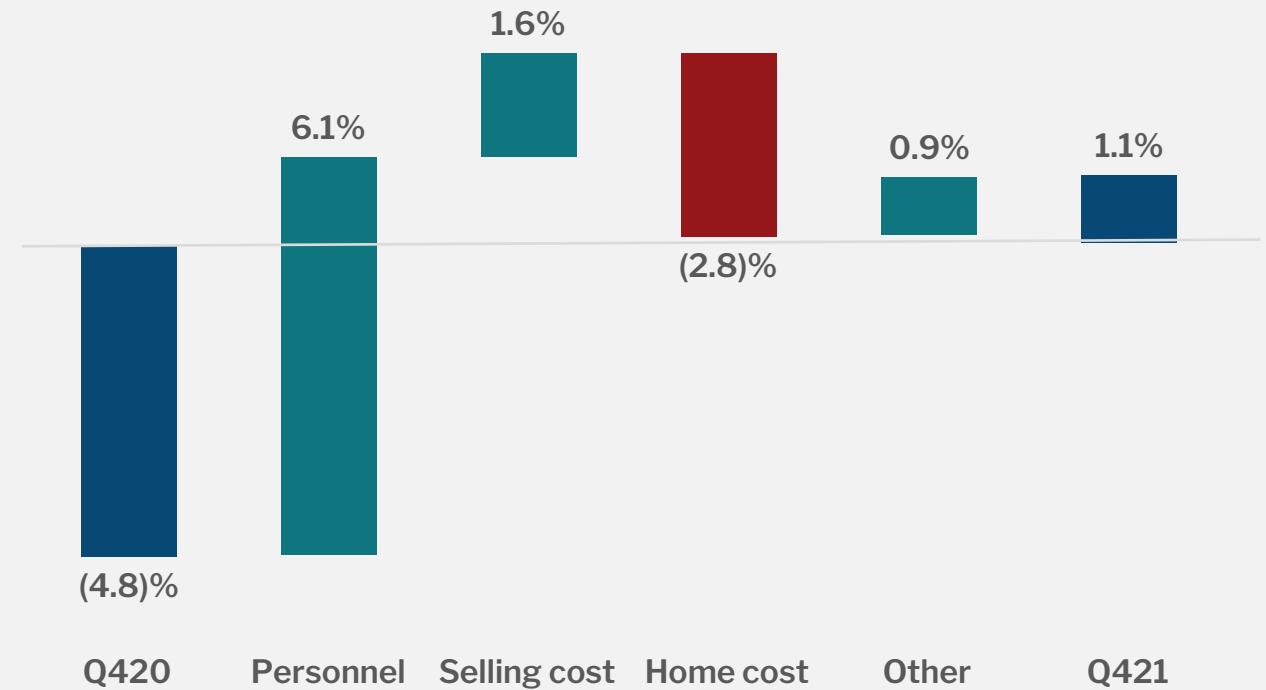
+857% Y/Y

Q4 2021 Gross Margin

1.1%

+590 bps Y/Y

\$ Millions	Q4 2021	Q4 2020	YoY Change
RedfinNow revenue	\$ 373	\$ 39	852 %
Other properties revenue	4	—	NM
Total properties revenue	\$ 377	\$ 39	857 %
RedfinNow homes sold	600	83	623 %
Revenue per home sold (thousands)	\$ 622	\$ 472	32 %
RedfinNow homes purchased	493	141	250 %

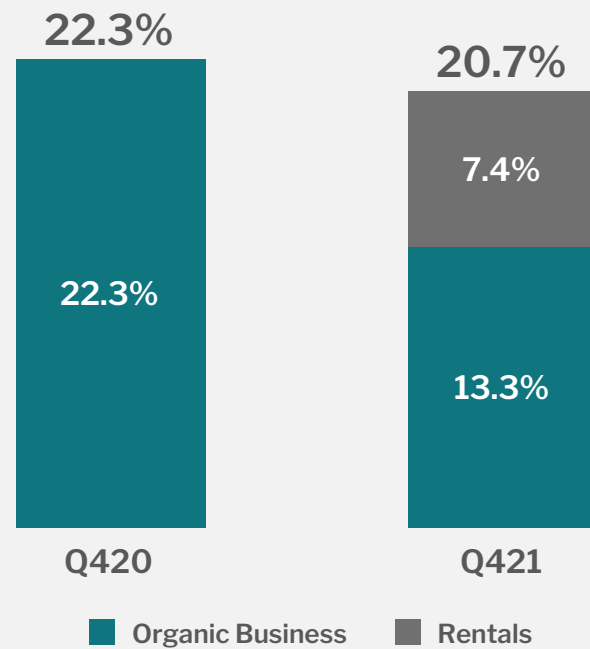


Operating Expenses

Q4 2021 % of Revenue

20.7%

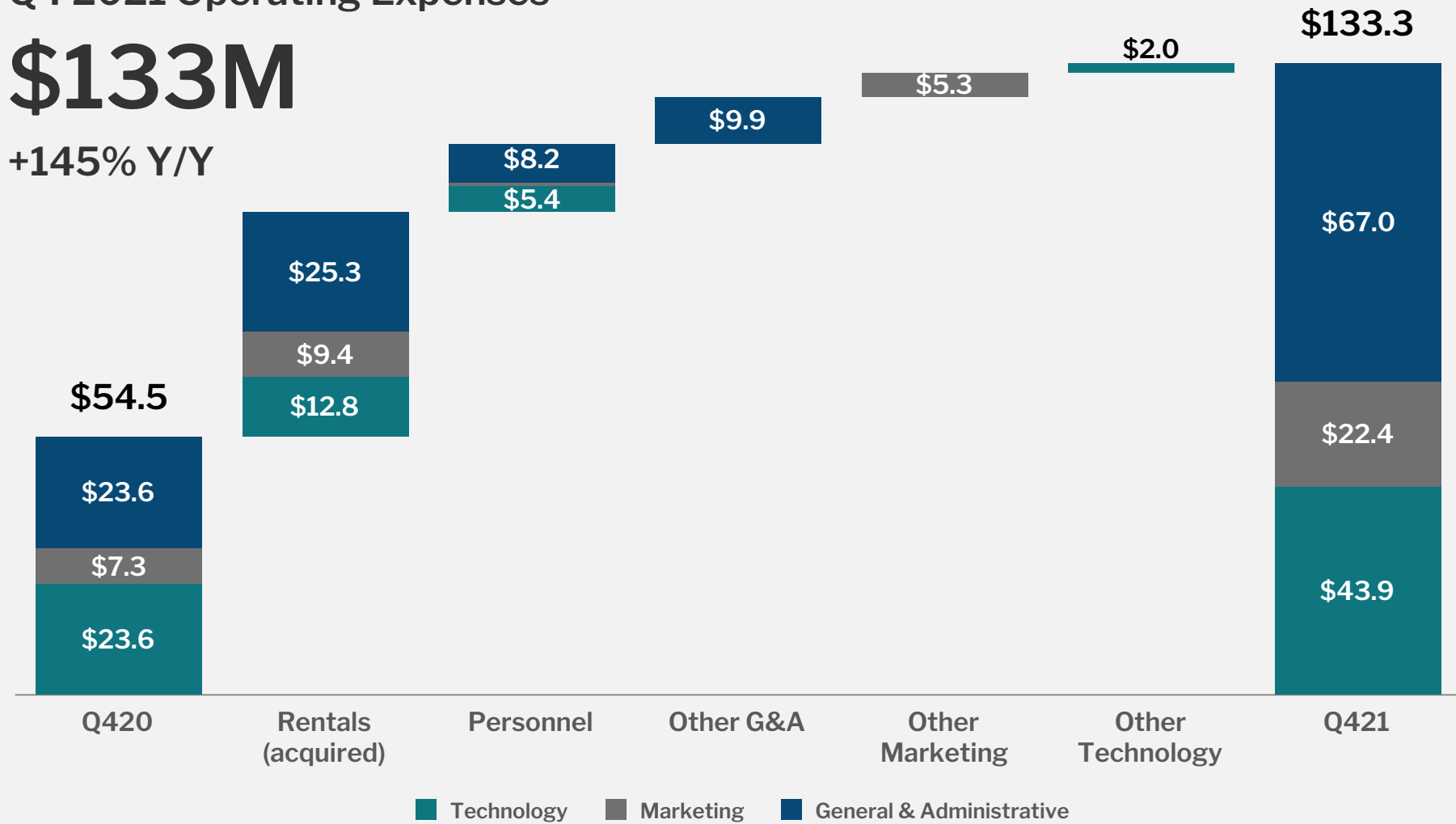
+160 bps Y/Y



Q4 2021 Operating Expenses

\$133M

+145% Y/Y

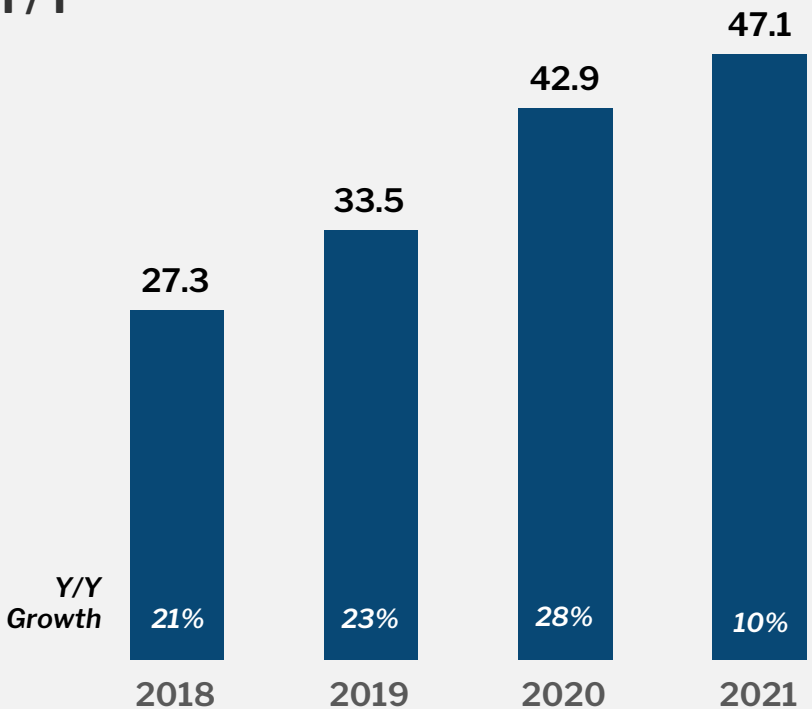


Key Metrics

Q4 2021 Average Monthly Visitors

45M

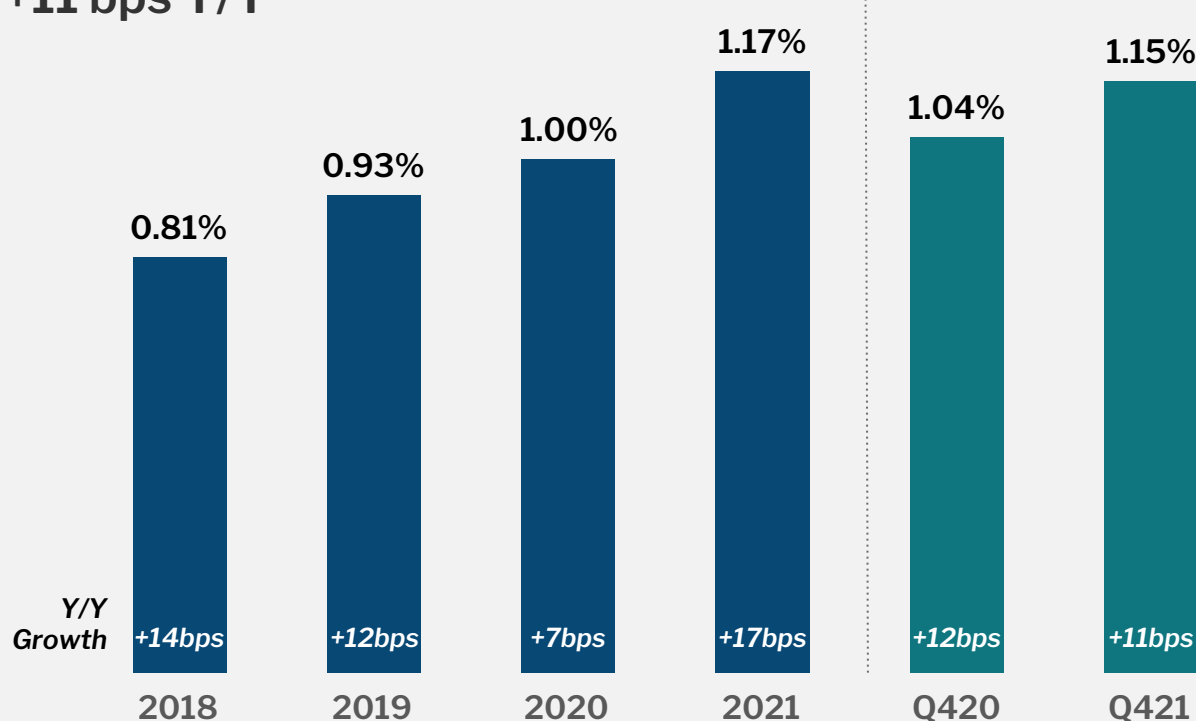
1% Y/Y



Q4 2021 U.S. Market Share by Value

1.15%

+11 bps Y/Y



Q1 2022 Outlook

\$ in millions	Low	High	Assumptions
Total Revenue	\$535	\$560	<ul style="list-style-type: none"> Year over year growth between 99% and 109%
Real Estate Services	165	171	<ul style="list-style-type: none"> Year over year growth between (2)% to 1%
Properties	330	350	<ul style="list-style-type: none"> Year over year growth between 256% to 277%
Rentals	37	38	<ul style="list-style-type: none"> Rentals contribution to net loss is expected to be about \$(19) million
Mortgage	3	3	<ul style="list-style-type: none"> Reflects Redfin Mortgage business only; Bay Equity acquisition expected to close in Q2
Other & Eliminations	-1	-2	<ul style="list-style-type: none"> Includes revenue from title and other revenue as well as inter-company eliminations
Net Loss	-122	-115	<ul style="list-style-type: none"> Real estate services gross margin to decrease compared to Q1 2021 and Q1 2020 \$5 million in restructuring expense as a result of the anticipated acquisition of Bay Equity \$45 million in total marketing expense \$19 million in stock-based compensation, \$15 million in D&A, \$5 million in interest expense We expect to pay a quarterly dividend of 30,640 shares of common stock to our preferred shareholder

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Thank You