

PURPLE BRICKS

- **United Kingdom-based company: Brand new to the US & California market.**
- **Approximately 18 agents in ALL of California and only approximately 60 in US.**
- **\$3200 on the list side...but seller still has to put FULL commission on buy side.**
- **The \$3200 is a mandatory fee, SELLER PAYS THIS...even if house doesn't sell.**
- **Thus, they are charging a LISTING FEE...that is all this is in reality.**
- **The average Purple Bricks agent handles TWENTY (20) transactions a month. They are paid only a flat fee per transaction and operate on sheer volume. This could easily and probably affect any actual personal service the seller receives.**
- **INMAN Feb 2018: "The Purple Bricks model reduces the role the agent plays in the transaction."**