

PURPLE

BRICKS

- **United Kingdom-based company: Brand new to the US & California market.**
- **Leads go to specific agent based on zip code. Which will definitely affect any personal service. This also eliminates the ability of the client to choose their agent.**
- **\$4950 on the list side...but seller still has to put FULL commission on buy side.**
- **Thus, they are charging a STANDARDIZED LISTING FEE...that is all this is in reality.**
- **Offers must be presented in THEIR format and on THEIR platform. This will dissuade many agents. However according to Purple Bricks this is not mandatory...just “highly suggested.”**
- **The PB agents 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. “The average PB agent makes 100k per year.” -John Jennings**
- **INMAN Feb 2018: “The Purple Bricks model reduces the role the agent plays in the transaction.”**
- **They use a company called “Showing Time” to arrange showings of listings.**