



**PURPLEBRICKS BOLSTERS PRESCENCE IN LOS ANGELES;  
ADDS TOTAL OF 40 LOCAL REAL ESTATE EXPERTS TO ITS GROWING TEAM**

*Hires highly experienced agents who possess deep market knowledge  
and a passion for customer service*

*Strategic hires further enhance the company's differentiated platform and competitive position*

**LOS ANGELES, CA December 13, 2017** – Purplebricks Group plc (AIM: PURP) (“Purplebricks” or “the Company”), the next generation real estate agency that is making the process of buying and selling a home more convenient, transparent and cost effective, is pleased to announce the addition of 40 highly experienced real estate agents to its rapidly growing team. The newly appointed Local Real Estate Experts have an average of over 11 years experience supporting the needs of home buyers and sellers in and around Los Angeles.

Each Local Real Estate Expert has completed Purplebricks’ rigorous training program that covers all aspects of the Company’s culture, business model, marketing and technology platform, and is designed to help them work more effectively across their exclusive area codes. These agents have a demonstrated track record of success and a passion for delivering exceptional counsel and results. Purplebricks is also happy to report that it has added seven new members to its central property team. These professionals are devoted to ensuring customers receive the highest level of service 24/7.

“We are extremely pleased with the pace at which we are procuring exceptional talent in the Los Angeles area,” said **Global CEO of Purplebricks, Michael Bruce**. “This is a testament to the attractiveness of our unrivaled platform and supports our vision to become the most trusted real estate agency in Los Angeles, and across the U.S. Our new Local Real Estate Experts possess unparalleled market knowledge – a cornerstone to our success as we enter new territories. We are dedicated to providing them with all the support and resources they need to build and grow a successful business.”

Select new Local Real Estate Experts include professionals from all around the Los Angeles area eager to serve clients throughout both the home buying and selling process. Each agent provided commentary regarding why they joined Purplebricks and how they intend to exceed customer expectations:

- *“My mission has been, and will always be, to provide my clients with best-in-class service with fair and transparent pricing. Learning that these are the key tenets of Purplebricks made joining the team an easy choice. Having owned brokerages and managed successful teams in Newport Beach, Beverly Hills, Miami, Boca Raton and New York City, I’m excited to be able to continue my legacy as a positive disruptor – now as part of the Purplebricks team. This company truly is the future of real estate.” – **Damon Cohen, serving the cities of Newport Beach, Laguna Beach and Irvine for Purplebricks***
- *“Every transaction starts with listening to the needs, desires and dreams of my clients. Helping my clients understand what to expect and being available, transparent, and in constant communication are all part of making the whole process of home buying and selling a success. I am excited to be a part of Purplebricks as they are the first brokerage to offer clients the best possible 24/7 customer service, leading technology and unparalleled market exposure.” – **Kai Murphy, serving Long Beach and the surrounding area for Purplebricks***

- *“As a native of Agoura Hills and a local to the Los Angeles area, I am excited to partner with Purplebricks as the company believes in second-to-none customer service, and that is how I have built my reputation. Purplebricks is leading the charge in changing the way real estate transactions are facilitated. The model is more convenient, transparent and effective for all parties.” – Kirk Hawkins, serving West Hollywood, Studio City and surrounding area for Purplebricks*

**U.S. CEO of Purplebricks, Eric Eckardt** noted, “Having real estate experts on the ground with exceptional local knowledge of the zip codes in which they operate offers our customers a clear advantage. In addition to our stellar team of local agents, we have also invested in a central property team that is unparalleled with respect to customer communication and service. Every person who has joined this remarkable team understands that the purchase and sale of a home is a major milestone in life, and therefore recognizes the importance of considering a client’s needs our first and foremost priority.”

With Purplebricks, sellers can list their home for a flat fee of \$3,200. This enables them to save thousands of dollars in standard commission fees, which average 5-6% in the U.S. That amount is typically split in half between the selling agent and buying agent.

To put Purplebricks’ value proposition into perspective, the median house price across Los Angeles County is \$560,000, according to data from the US Department of Housing and Urban Development. When applying a commission rate of 5.5%, the cost to the seller is approximately \$31,000. With Purplebricks, a seller only has to pay a flat fee of \$3,200 to list his or her home and cover the standard 3% buying agent commission when the home sells. In this example, those using Purplebricks to sell their home would save approximately **\$11,000!**

Importantly, sellers who choose to list their homes with Purplebricks do not sacrifice high quality service. In fact, by listing their home with Purplebricks, sellers are assigned their own Local Real Estate Expert and gain access to an intuitive technology platform to make the entire sales process more convenient, cost effective and transparent.

Purplebricks’ highly differentiated business model and value proposition is proven, effective and compelling. Purplebricks is the leading real estate brokerage in the U.K. based on its new listings and sales. It has also established itself as a leading player in Australia. And now, Purplebricks is poised to sweep the U.S. starting in L.A.

### **About Purplebricks**

Purplebricks, with offices in three major real estate markets including the United Kingdom, Australia and now the United States, is the pioneering next generation real estate brokerage, combining highly experienced and professional Local Real Estate Experts with an innovative and intuitive technology platform to make the entire process of selling and buying homes much more convenient, transparent and cost effective. Purplebricks is transforming the way people perceive real estate agencies, while in the process helping sellers save thousands of dollars, affording buyers greater transactional flexibility and control and offering agents the chance to build and grow their own profitable businesses.

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