

Barriers to Entry + Difficult to Replicate v2

Systemic Risk	Financial Indemnity Insurance (protection against fall in house prices)	<u>Price Forbes Re</u>
Stakeholders	High street estate agent relationships	<u>Fees</u>
First Mover	Unique - no obvious competitors making sellers Proceedable Buyers (Gap in the Market)	<u>Other Schemes</u>
Products	Say “what’s in the tin”	<u>IP</u>
Risk	10 levels at 6 stages	<u>Risk Management</u>