

Barriers to Entry + Difficult to Replicate v2

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