

Barriers to Entry

Solving the problem: Homeowners can't buy before selling

NOW

Unique	Chain -avoiding financial protection	CHAIN FREE®
Disruptive	Trade marks say "what's in the tin"	IP
Gap in the Market	No obvious competitors making sellers Proceedable Buyers	Other Schemes
Route to Market	Vertical Marketing	Stakeholders / Agents / Homeowners > Application (Agents or Homeowner submit) > Agent > Homeowner
Difficult to Replicate	Financial Indemnity Insurance STC (Systemic Risk - protection against fall in house prices below 90% LTV)	Price Forbes Re
Stakeholders	Agent relationships Financial service providers	Fees insurance / mortgages / home finance providers / financial services / single-family rental SPV / home repairs / builders PX / Equity Release.

AFTER LAUNCH

Exclusivity	Owner real estate portal Mortgage Lender	e.g. CoStar (OnTheMarket) e.g. Lloyds Banking Group
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