



Opportunity

	House Sales	Price Bands	Total	Opportunity (Our Market)		Prospective Sales Pa		Prospective Sales Pa
				80% Urban, No Perils No First Time Buyers	45% Prospective Customers	CHAIN FREE® VAL FREE® SMARTMOVE®	Fall-throughs	CHAIN MENDER®
England and Wales pa	957,000	£250K > £700K	363,000	338,000 (1)	45% (1)	152,000 (1)	25% > 30%	45,000
FRANCHISE (2)								
Australia pa	181,000 (3)	A\$400K > A\$1M	160,000	128,000 (4)	45% (4)	57,000 (4)	10% > 15%	8,000

(1) See: [Business Plan](#) Slide 7

(2) Major homeowning countries: Spain, Ireland, Norway, Belgium, Australia, USA, Canada.

(3) Sydney 50,000, Melbourne 62,000, Brisbane 35,000, Perth 34,000 (Source: 2024 [Australian Government](#))

(4) Assume same as England and Wales