EMPOWERING LONDON HOMEBUYERS



Cosy Rabbit

Find the right home

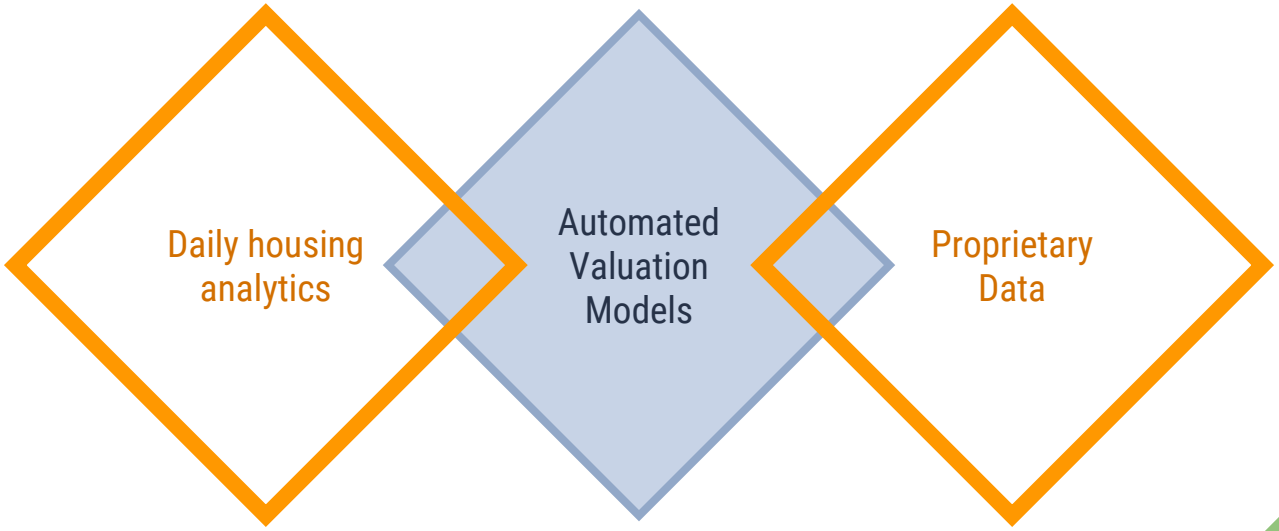
cosyrabbit.com @CosyRabbit

“Buying or selling a house is more stressful than being made redundant, getting divorced or going bankrupt.

Independent, 4 July 2014

COSYRABBIT CAN HELP

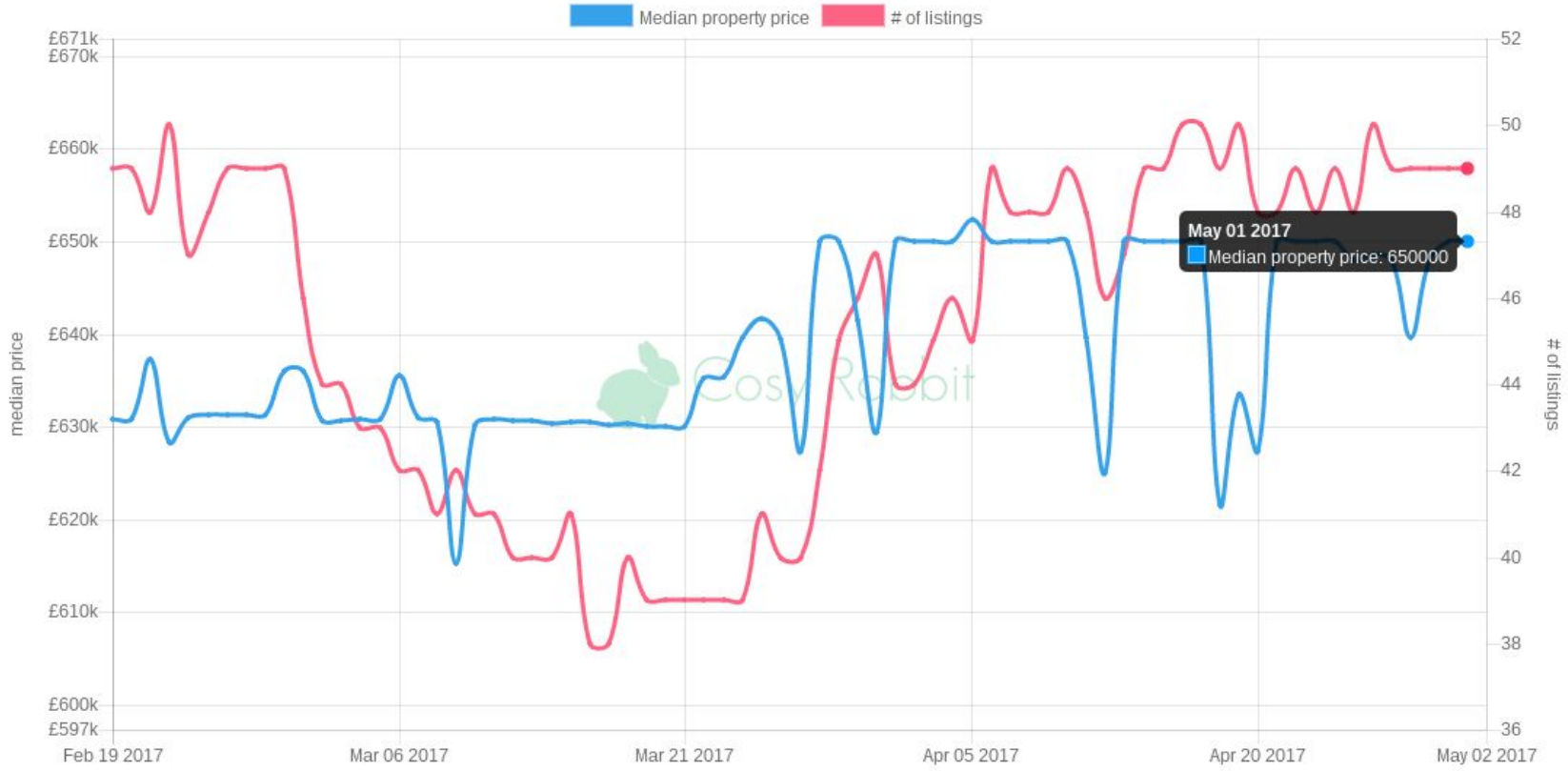
CosyRabbit offers free daily info on ~120 London postcodes.
Buyers can filter by postcode, region, house type or size.



BETTER INFO = BETTER DECISIONS

- Example homebuyer case:
  - Budget: £370k
  - Aim: 2 bed flat
  - Postcodes: E8, E9, E10

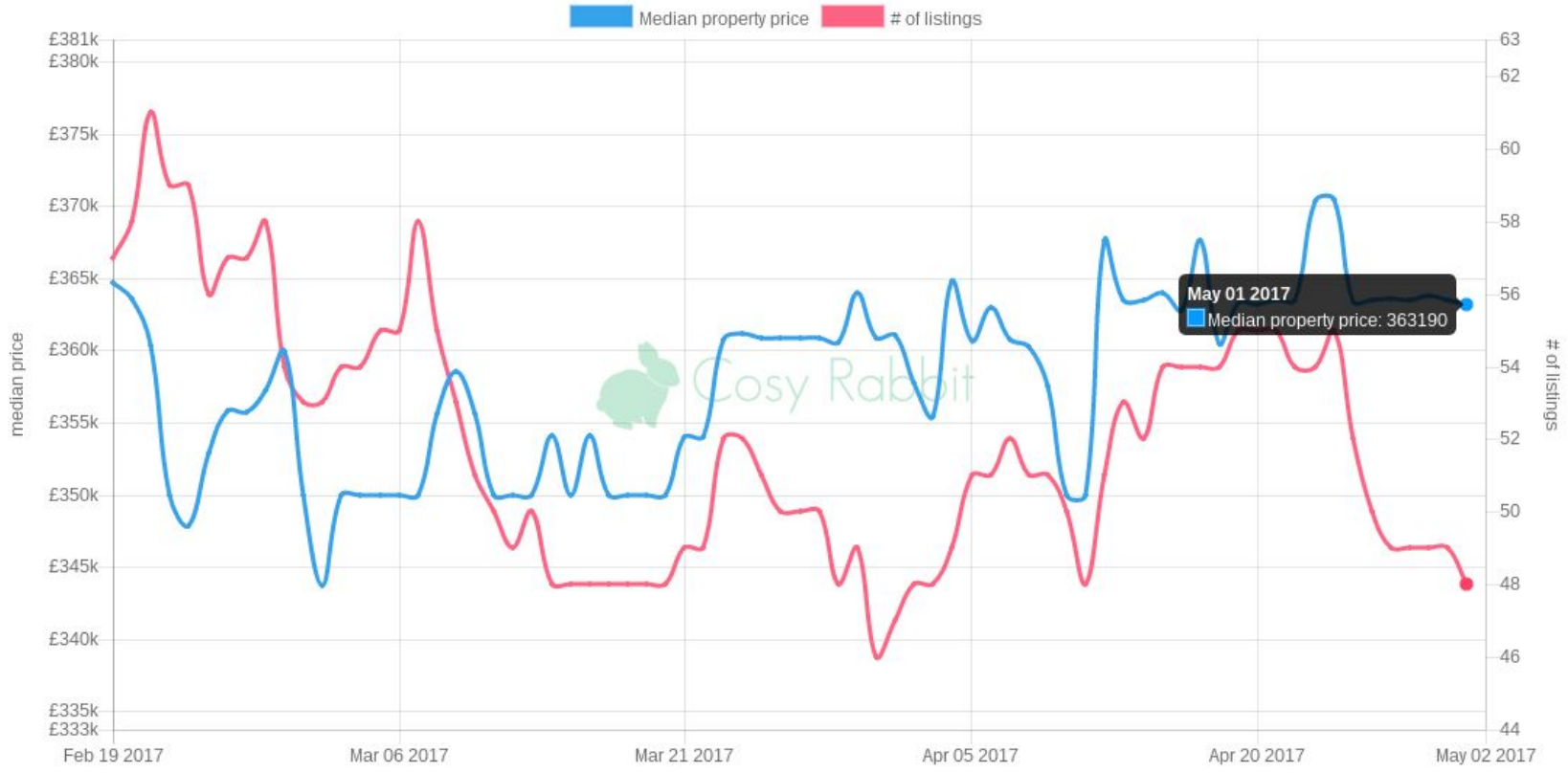
Instant access to median price in E8



Median price: E9. Still too high...



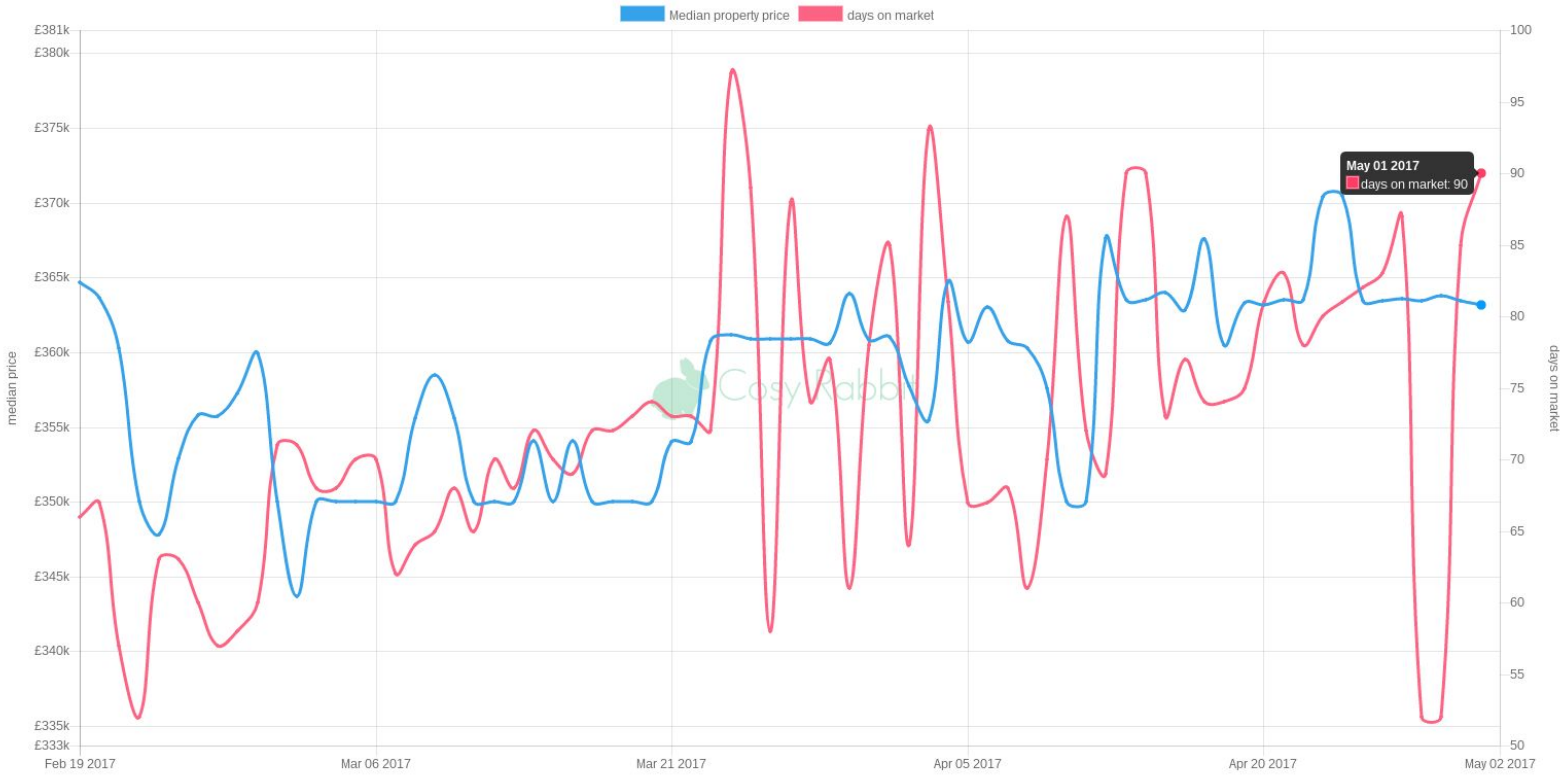
Median price of E10 is within budget



EXAMPLE: BUYING A 2 BED FLAT IN E10

- When we are ready to view flats, CosyRabbit can tell us more about the 2 bed flat market in E10
  - How long do they take to sell?
  - How many are reduced?

How long do 2bed flats take to sell in E10?



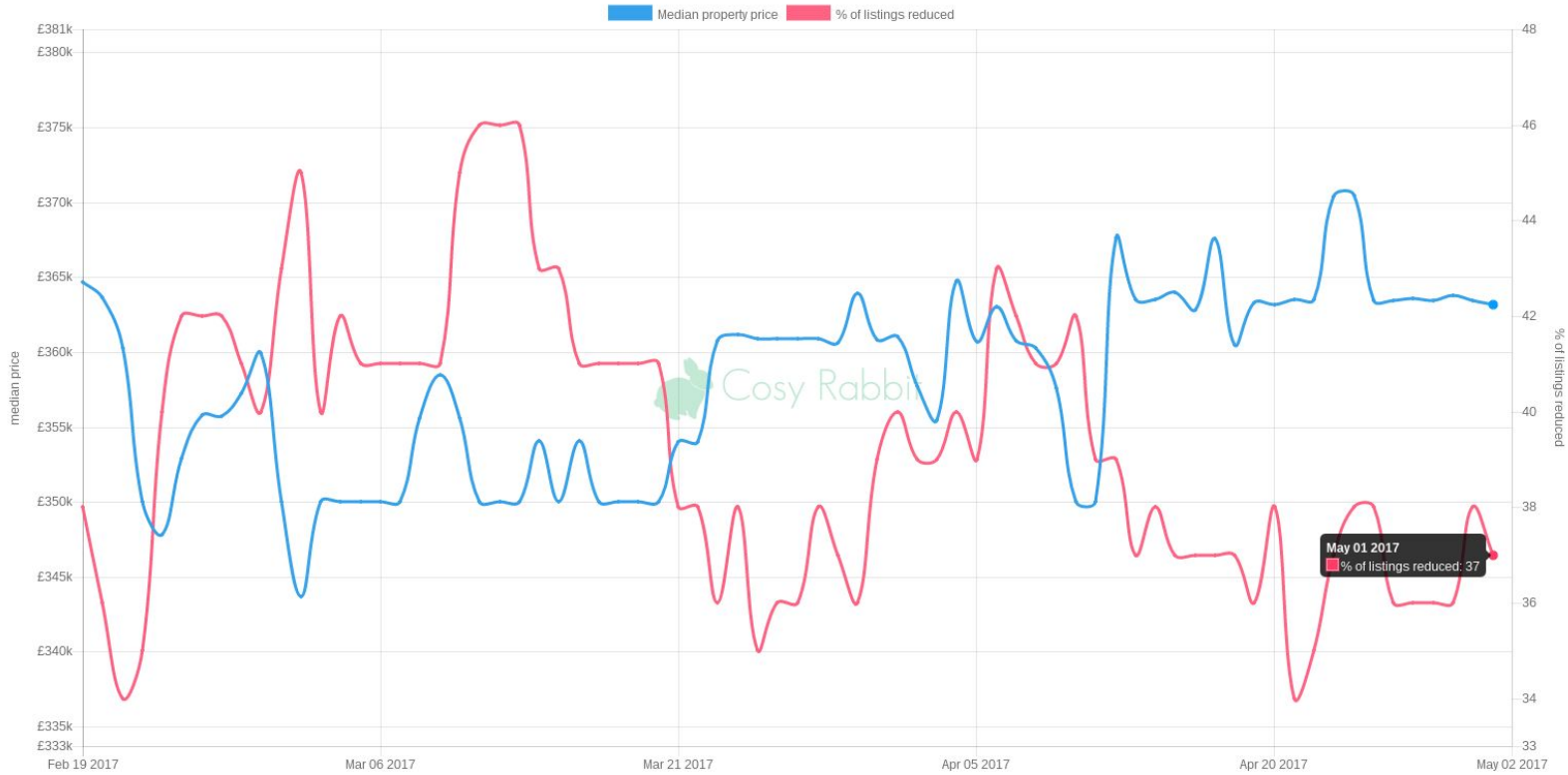
Select your area, postcode, size, and type:

East ▾ E10 ▾ 2bed ▾ flats ▾

Select secondary stat:

median days on market ▾

How many 2bed flats in E10 are reduced?



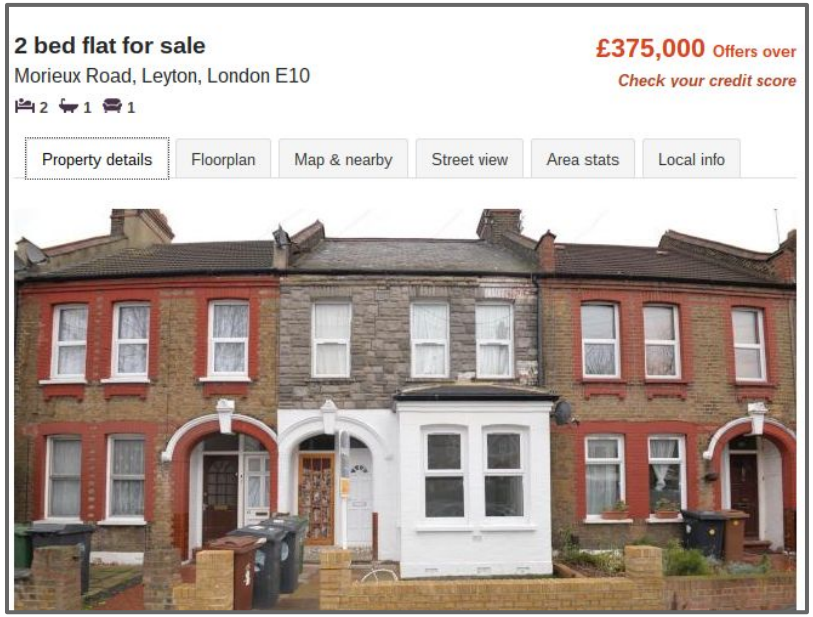
Select your area, postcode, size, and type:

East ▾ E10 ▾ 2bed ▾ flats ▾

Select secondary stat:

% of listings reduced ▾

EXAMPLE: BUYING OUR 2 BED FLAT



- CosyRabbit offers three different valuation guides:
  - Valuation per square foot
  - Historical valuation
  - Current buyer discount

http://www.zoopla.co.uk/for-sale/details/42515057

EXAMPLE: VALUATION PER SQ FT

- CosyRabbit produces real-time estimates of sq ft valuation from properties currently on the market

	1 Bed	2 Bed	3 Bed	4 Bed
Flats	**£667**	**£633**	**£540**	**N/A**
Houses	**N/A**	**£644**	**£572**	**£451**

£633 * 538 sq ft = ~ £340,000

EXAMPLE: HISTORICAL VALUATION TOOL

- CosyRabbit's valuation tool can estimate the current value of any London property, using prior sales along with our proprietary daily price data

Provide full postcode, type of property, and bedrooms:

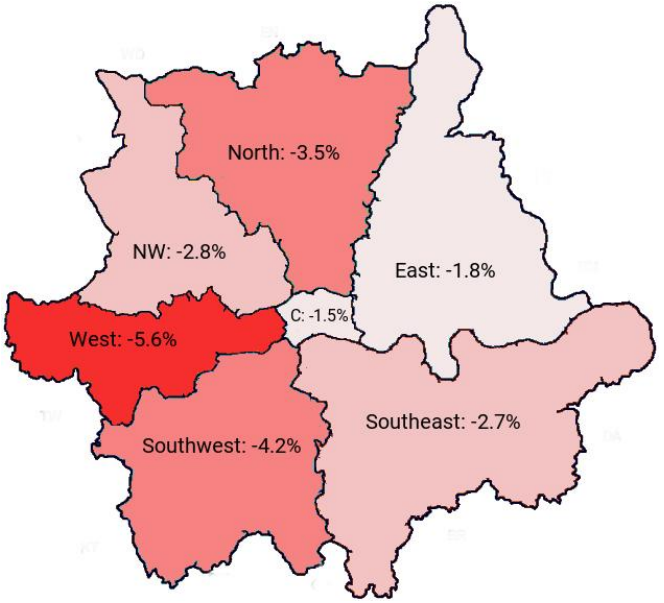
E10 7LL | Flat | 2bed | Submit

331740

~£332,000

EXAMPLE: AVERAGE BUYER DISCOUNT

- CosyRabbit tracks the average buyer discount per region of London
- Rolling average over last 3 months
- Properties in East region are currently selling at ~1.8% discount



£375,000/ 1.018= ~£368,000



SUMMARY: BUYING OUR 2 BED FLAT

- CosyRabbit has steered us towards an affordable postcode
- 2bed flats in E10 take ~90 days to sell, and many are reduced
- CosyRabbit's valuation suggests an offer of **£347k** is fair (vs. £375k asking price)
- This valuation also explains length of time of this flat on the market (135 days!)

BETTER HOUSING INFO FOR ALL

- CosyRabbit combines some brand new housing data with other hard-to-find info
- CosyRabbit covers every London postcode
- CosyRabbit covers all houses and flats of different sizes
- Analytics also useful to sellers and property professionals

LOOKING AHEAD

- Machine learning
- Additional categorization (New build, period, purpose-built)
- Mobile apps
- User registration and alerts
- Expanding primary data + reach
- Exploring partnerships

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Thank you!

Questions? Feedback?

You can find us at

cosyrabbit.com & @CosyRabbit

cosyrabbituk@gmail.com