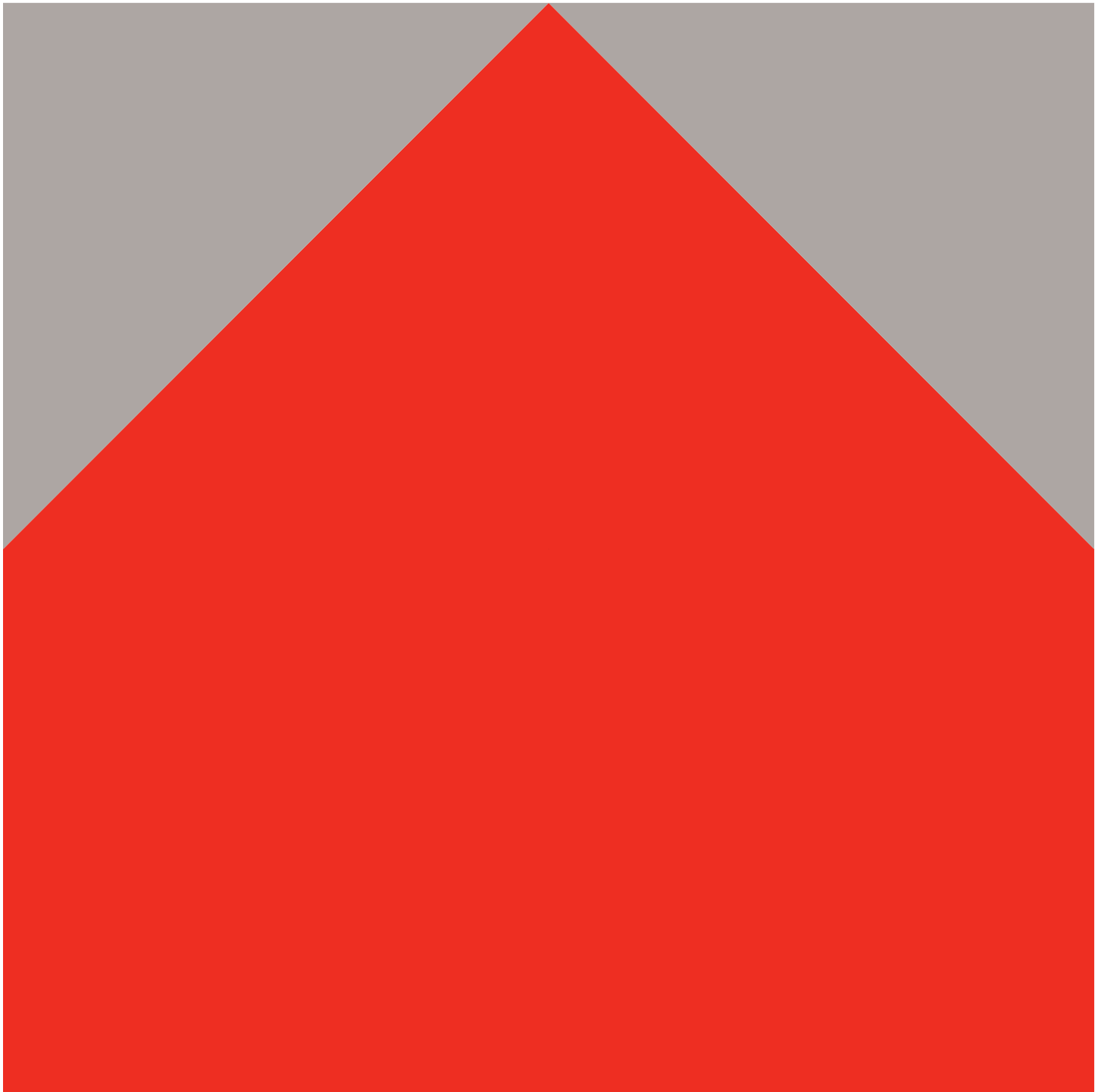
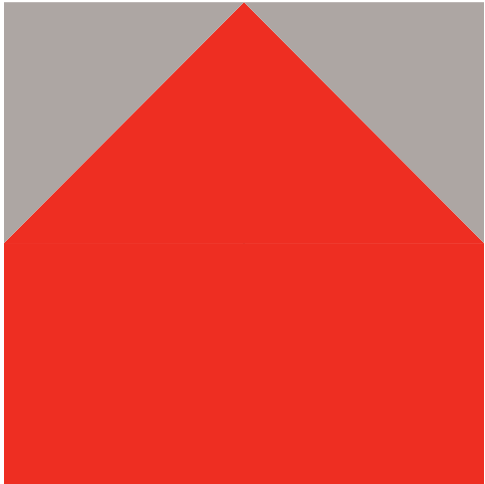


Lithium

The Redfin Customer Community
Social Customers Drive 40% Revenue Growth



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About Redfin

Redfin is the real estate industry's first online brokerage, combining a customer-focused team of real estate agents with online tools for empowering consumers and making the process of buying or selling a home easy. Their mission is to use the Internet to give home buyers and sellers more information with less hassle, better service, and new money-saving choices. Redfin's site is unique in providing detailed agent profiles and customer-generated reviews and discussions.

Social Customers Drive 40% Revenue Growth

Growing revenues requires an increase in marketing spend, right? Not if you're Redfin and your customers market your service to others on your behalf, for free. With the help of word-of-mouth marketing via its Lithium-powered customer community, Redfin grew revenues 40% year-over-year while reducing marketing expenses by 82%.

"Marketing is about making up fake quotes for customers to sign off on and sales is about pressuring people to buy something," says Redfin's CEO, Glenn Kelman. "We found that doesn't work as well as just letting customers talk to each other online."

Unlike traditional real estate brokerages, Redfin is embracing transparency and providing the only open customer

community in the industry. Redfin sees this social approach to customer relationship management as a competitive advantage, since the more they hear and learn from customers the better they get at serving them. And the approach is paying off; Redfin's Net Promoter Score, a measure of customer satisfaction, has increased by 5%.

"With the community we get instant feedback from our customers on what they like that we're doing, what they don't like, and how we can improve," says Kelman. "Redfin was founded on the concept of putting the power in the hands of consumers, and our community reinforces that every day."

Majority of Home Buyers Turn to Community

Its community has quickly become an integral part of Redfin's customer

experience, and transparency and peer interactions have shown to be powerful sales tools. 51% of people who bought a home through Redfin reported that the community influenced their decision to work with the brokerage. Prior to making a purchase, over 22% of Redfin buyers had posted a question to the community.

"Redfin gives consumers four times more information about a listing than most other websites, and thousands of customer reviews of our agents, but this data just sits there without a place for people to discuss it," says Kelman. "An open community where anyone can agonize over what to offer on a listing or rant and rave about our service is the key to Redfin's credibility, and the only sustainable way to drive revenues."

Redfin's community is one of the only forums where real estate consumers can ask one another about pricing trends, neighborhood guidance, and local best practices, and can comment on individual agents' service.



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For too long, real estate has been a monologue, with the brokerage doing all the talking. Lithium is helping us make it a dialog, which we think goes a long way toward restoring consumer trust in our service.

Glenn Kelman, CEO, Redfin



Community postings appear throughout Redfin's site, with each agent's contributions appearing on a profile page that also includes the agent's entire deal history as well as customer reviews and ratings.

The community also allows customers to suggest improvements to Redfin's website, and the company is listening. For example, enough users suggested the ability to mark homes as "Not Interested" to exclude them from future search results that Redfin added the feature to its roadmap and plans to engage those users to help refine feature requirements.

About Lithium

We help great companies build brand nations for their most engaged customers. With Lithium, clients such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal turn their customers' passion into marketing, product development, sales and customer service assets. For more information, visit lithium.com, or connect with us on [Twitter](#), [Facebook](#) and our own nation - the Lithosphere. Lithium is privately held with headquarters in Emeryville, California.