

Purplebricks marches on in Scotland

Purplebricks launched in Scotland just over two years ago and has caused a revolution in the way homes are bought and sold.

Scottish homeowners, quick to adopt a smarter estate agency model, have helped it become the region's top estate agent with four times the market share of its nearest competitor and familiar purple boards springing up all around the country.

After launching in Scotland in November 2015 with just seven Local Property Experts (LPEs) mainly covering the Central Belt, Purplebricks soon found favour with vendors attracted by the offering of "no commission" and a basic fee of just £849. Today they have over 40 LPEs covering from Inverness and Aberdeen in the North, to the recently targeted Dumfries as they spread into the Borders.

"We have literally brought about a change in culture," said Purplebricks UK CEO Lee Wainwright. "Before Purplebricks, there was little choice in how houses were sold in Scotland, homeowners were stuck with paying inflated fees and for too long traditional agents had it all their own way.

"They dictated the way a house would be sold, didn't provide house sellers with real choice or a particularly great service and there was little competition on fees."

The responses from satisfied customers on review site TrustPilot which reveals a 9.5/10 rating, highlights the differences in dealing with an agent that is open 24/7 and enables vendors through an app or online platform to safely and securely communicate directly with potential buyers, whilst retaining the support of their dedicated LPE.

One seller managed to conclude a deal while 4,000 miles away in Chicago. Another ditched her Edinburgh based solicitor agent and saved more than £5,000 on commission after it took them two weeks to prepare an advert and she had only one viewing in three weeks. She switched to Purplebricks, had her property listed within a day of photos being taken and it sold within two weeks.

Purplebricks recently sold a £1.3m house, a sale for which the local high street agency wanted a 2% commission for handling. "That would have been a fee of £26,000 whereas we charged £849 and it sold within three weeks. The owner was naturally delighted he saved all that money," added Lee.

Customers like the transparency and access to information they get with a click of a button. They can see their offers, viewings, feedback, valuation report and performance report at any time, from anywhere in the world, with the click of a button. They also like the professional way the LPEs, who have years of experience behind them, handle sales.

Edinburgh born Scot and Board Director, Will Whitehorn, said: "We are delighted with the progress in Scotland. From the moment we started, we were attracting customers and like everything new we had to explain how we operated and how we were different. It wasn't just saving money that was appealing; it was also the service that we were offering, with one contact who looked after everything. People like that."

The Scots property market had previously been dominated by Solicitor Property Centres where solicitors and estate agents clubbed together to oversee the sale and marketing of property often producing their own newspapers and organising advertising.

“It was very tough for anyone to challenge that culture but Purplebricks has done that in just two years. For the first time in the Scottish property market people have a real choice,” said Lee.

“Purplebricks has grown so quickly because of the great service it offers and the fact customers prefer that we charge a fair, fixed fee. We believe it is fairer to charge a fixed fee than to allow those who sell to prop up those who don’t. We have saved our Scottish customers millions of pounds in commission fees.”