

OPENBRIX

Following an online meeting with Adam Pigott, who is the Chief Executive Officer of OpenBrix, I wanted to express my thoughts on this new, innovative portal.

What makes OpenBrix any different? Here are a few key points:

OpenBrix has set out to be sustainable and easily affordable for Estate Agents, where the client are the decision makers controlling the price: data and transactions. Everything is community run and done for the benefit of everyone.

Through the OpenBrix platform, you'll have the tools needed to retain all your applicants, meaning that you will never have to buy these needs again.

You can even add your current managed tenants to the OpenBrix platform so that they can take advantage of its benefits straight away, as well, users have full transparency and access to their account and property transaction history.

Tenants can increase their credit score through rent payments: they can also gain loyalty points with their favourite Brands

All other portals offer the same centralised service of listing your property, but can they be trusted not to raise the price?

Can you trust them not to sell your data to the highest bidder?

This is the problem with centralised portals they can start off with low fees but they can change their policy is terms and conditions at any time

- *OpenBrix is going to be completely different*
- *It is a decentralised portal*
- *Completely run by its members*

OpenBrix is using block chain technology because it makes it impossible to raise prices or sell your data.

- *These decisions are made by the community which is you*
- *This means that there is no need to worry about OpenBrix suddenly raising prices or selling your data*
- *They will attract millennials and generation Z with rewards from Major Brands*
- *It's very simple you simply sign up auto upload your properties and begin selling*

The property portal for the new generation

OPENBRIX

The OpenBrix Press Release

There is light at the end of the tunnel for UK estate agents in the form of new challenger portal OpenBrix!

Spring and summer are often cited as the best time to buy a property, with the warmer weather encouraging more people to put their homes up for sale, but with the Government having all but shut down the UK's housing market, buying, selling and even renting has been incredibly challenging during the lockdown – the situation not made any easier by the giants in the property portal industry and their lack of support to those on the ground who are struggling the most!

We've all seen and heard the revolt against Rightmove and Zoopla who have collectively managed to alienate the majority of agents across the UK at a time when they are already on their knees. Thankfully help has arrived!

After over two years of development the challenger property portal, OpenBrix has finally landed!

Unlike its competition OpenBrix is set to completely modernize and progress the experience of buying, selling and renting real estate by cultivating a community led platform wrapped with a spirit of transparency, collaboration, innovation and integrity.

It is fair to say that agents are looking for an alternative that has their best interests at heart, an alternative that is 'agent focused' rather than concerned about stock market prices and shareholder wallets!

OpenBrix is currently in the process of onboarding agents across the UK and is offering all agents 100% free listings until Covid-19 has passed, beyond this their monthly fee of only £100 per agent, regardless of the amount of properties, is a much more manageable cost and easier to swallow in what are difficult times for all.

As a business OpenBrix is geared up to support agents with a decentralized community-based approach, giving power to those that are using the platform, not shareholders and those so far removed from the daily struggles at the coal face.

In addition to this OpenBrix has a whole host of functionality for consumers and agents alike that is not available on any other platform, this includes the ability for consumers to manager their rent payments, maintenance tickets and even credit profile online. For agents, they have an opportunity to manage their entire portfolio in one simple and easy to use dashboard and with additional functionality on the way could even make money from their tenants when they sign up to other home related services!

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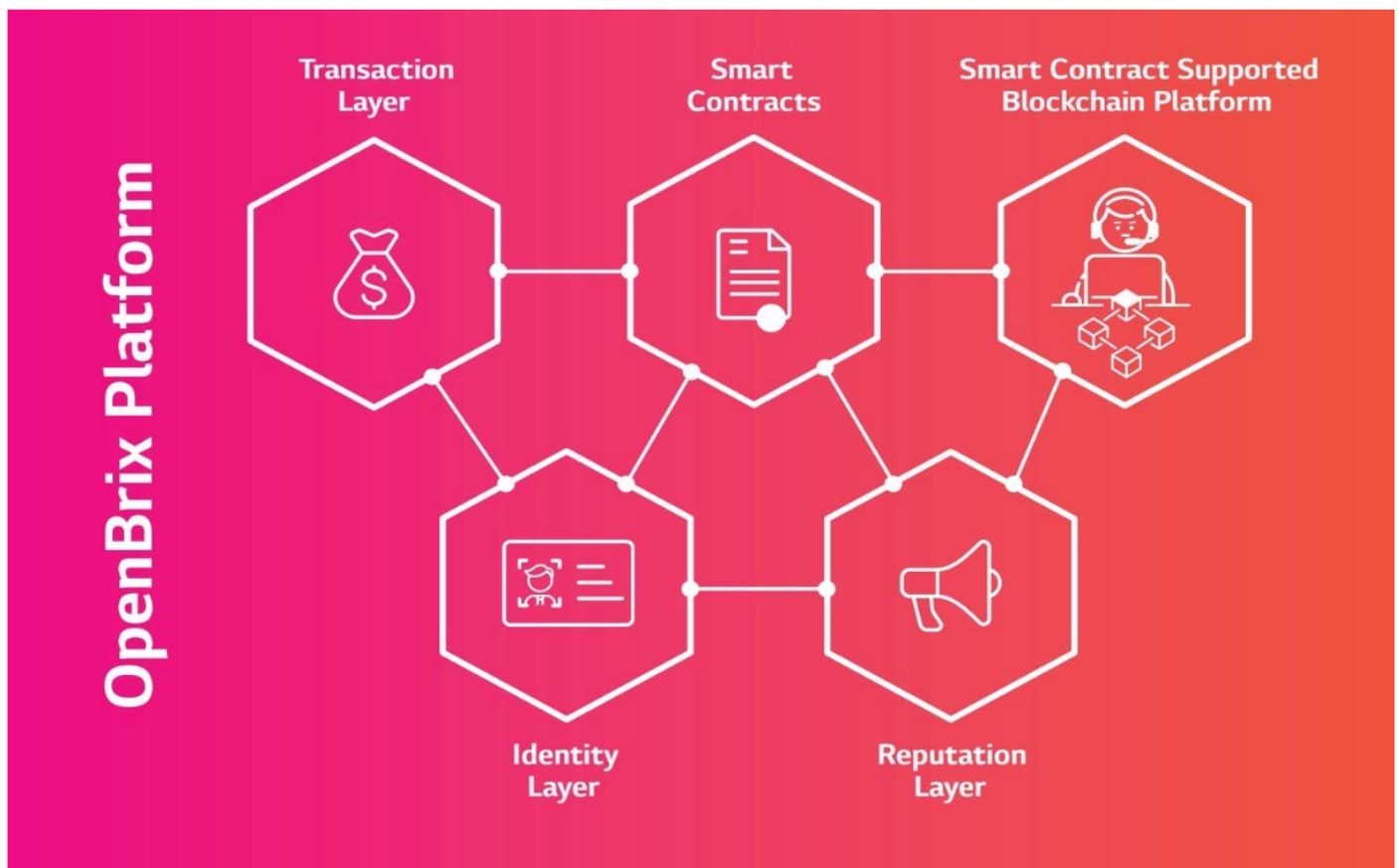
'It's early days but initial feedback from agents that we have spoken to has been very positive. We are currently registering over 50 new agents per day at the moment, many of whom are in a rush to upload their property for when the lockdown ends and the market begins to pick up'

'We have a fantastic roadmap of feature releases and updates in the pipeline and to be quite frank it's about time a platform existed that was actually on the side of the agents and the industry as a whole'

'It is fair to say we are going to ruffle some feathers over the course of the next few weeks and months but that is exactly what the sector needs, in our opinion it's about time!'

For further information, to register and to start uploading your property portfolio please visit. www.openbrix.co.uk and/or follow on all social platforms for daily updates!

The OpenBrix Platform



OPENBRIX

CONCLUSION:

We are in the midst of a national crisis, one that threatens to place the most robust of businesses on their knees. I have joined in many conversations about the existing big three portals over the last few weeks and it has been an education.

During this period I had the pleasure of a long video call with Adam Pigott, who is the Chief Executive Officer of OpenBrix and it was actually a learning experience. I am so pleased to be able to convey a brief summary of what this company is about, although Adam had told me a lot more, but I was too busy listening intently to take notes!

The greatest common issue with the existing portals is that they were made by the agents, after all, a portal without properties is little more than a few pages of php code, yet how were the very people who provided the content for these portals repaid? They found that their monthly fee has increased exponentially over the last few years, with an almost arrogant response to anyone who has dared to question it.

It is for this reason that the emergence of new portals, with a new ethos, a new strategy and an inerrant respect for those who are contributing the very content that will make or break it, is refreshing and one that I strongly support.

The model for OpenBrix will make the members the partners, the decisionmakers and the moderators, which will invariably offer some peace of mind to those who are feeling hard-done-by, after their experience with the big three existing portals.

I hope to speak to Adam again in the future and then I will be able to provide you with greater insight in to this new partner operated portal.

However, in the meantime, if you have any questions, please contact Adam directly:

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