

# Valuation Analysis

Completed July 20, 2020



Fidelman & Co.



## Goals

To provide a valuation analysis for Urban. This is to be completed by reviewing the valuations of similar companies at various funding rounds and applying the multipliers to the numbers used in the provided model. This information will be used as a supplement to the investor presentation and financial model to substantiate the valuation the company is seeking.

## Early Findings

### Revenue Multipliers

- A review of the companies provided yielded one report relating to Compass' most recent round of funding. In the report the [revenue multiplier](#) for Compass and those of its closest competitors are set out.
- The revenue [multipliers](#) are as follows:
  - Zillow [5.3x](#)
  - Compass [4.9x](#)
  - Redfin [3.9x](#)
  - Remax [3.2x](#)
  - Purplebricks [2.7x](#)
  - Opendoor [2.2x](#)
  - eXp [1.2x](#)
  - Realogy [0.2%](#)
- If an average is taken of these multipliers that gives an average revenue multiplier of [2.95x](#). When this is applied to Urban's revenue it gives a valuation of \$6,323,947 (\$2,143,711 x 2.95).
- When the average of only the competitors listed in the pitch deck are taken into account, the average multiplier is [3.3x](#). When this is applied to Urban's revenue it gives a valuation of \$7,074,246 (\$2,143,711 x 3.3).