Red Flag Homes

A GUIDE TO OUR MODEL
TURNING SIGNALS INTO SURVEYS

This guide explains the Red Flag Homes business model – the problem, our service, protecting confidentiality, and the opportunities for surveyors.

47%

The Problem 1

Less than half of all home buyers do purchase a survey

A minority of home buyers buy a survey, leaving the rest exposed to immediate and future risks.

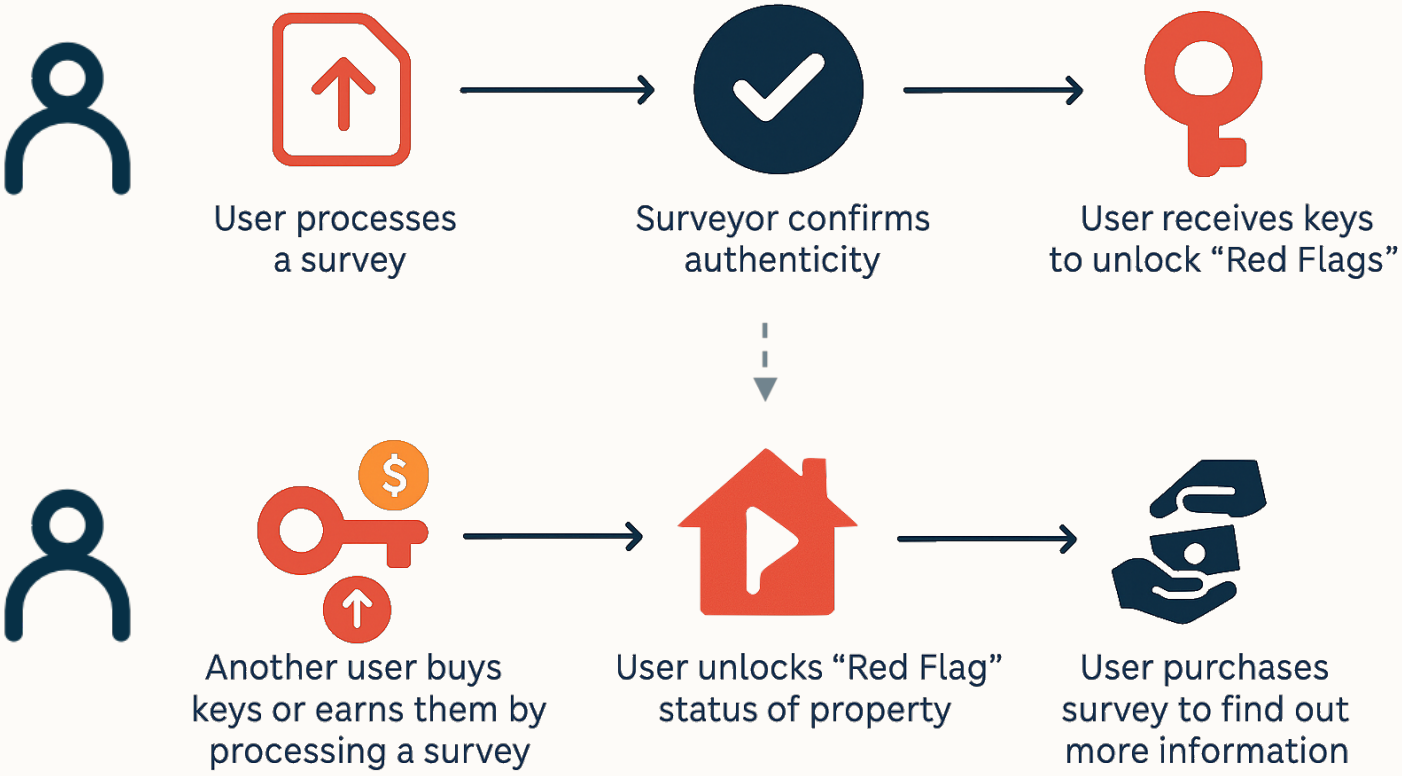
The 53% who opt out of property surveys need a ‘signal’ to prompt their investment.



HomeOwners Alliance data 2024

Our Service 2

We display 'Red Flags' on properties with evidence of serious risk, encouraging users to purchase a survey to find out more



Our platform attracts the 53% of buyers who currently avoid surveys by giving them the ability to check any property for a Red Flag — which would indicate that a survey has shown signs of serious risk. Red Flags motivate users to purchase a survey to uncover the details.

What happens when there's no flag?

Properties without a Red Flag on our platform contain no data — users cannot see whether a survey has confirmed the no-flag status, or if no survey has been uploaded at all.



This avoids any discouragement of surveys, leaving only those signals that turn into survey commissions.

How do users view flag status?

Users access the Red Flag status of homes through 'keys' they can buy for only £1.99-for-3 or earn by processing their own survey.

This generates the cyclical growth of:



- Survey processing
- Key purchases
- Buyers commissioning property surveys

What qualifies a property for a Red Flag?

Our platform analyses surveys locally on the user's device.

We look for the presence of critical property elements within the highest level of risk.

A property qualifies as a 'Red Flag' when any of the following elements require urgent attention:



- **D1** Chimney stacks
- **D2** Roof coverings
- **D4** Main walls
- **F1** Electricity
- **F2** Gas/oil
- **E1** Roof structure
- **E3** Walls and partitions
- **E5** Fireplaces, chimney breasts and flues
- **F1** Electricity
- **F6** Drainage



Confidentiality 3

Surveys are not reproduced or uploaded to any online server, only Red Flags are recorded.

I. Red Flag Homes protects the confidentiality of property surveys. Our platform does not reproduce any survey, in

whole or in part. Only the presence of a Red Flag, the date of the survey, and the name of surveying firm is displayed.

II. The platform analyses survey files stored locally on the user's device. Surveys are never uploaded to an online server.



III. Users must consent to the use of their survey to generate a Red Flag. A consent confirmation link is emailed to the user and a receipt — including the user's email address — is then sent to surveyors.



IV. The survey is compiled into a digital fingerprint (SHA-256) before being sent to the surveyor. This means that no sensitive data is ever stored in our outbox.

The fingerprint is a hash (string of characters) that surveyors can reproduce with their own copy of the survey to check for a match. For more information please see our SHA-256 guidance attached in the email.

V. Only once firms confirm the authenticity of a survey are Red Flags displayed on the platform.

4 Opportunities for Surveyors

Red Flags are signals that turn into survey commissions and users can be directed to you!

When users on our platform find that a property of interest has been Red Flagged → they need to commission a survey to uncover the serious risk(s) present.

At this point, our platform prompts users to request a quote from the surveyor who conducted the inspection that generated the Red Flag.



Additional incentives

Whilst we see a strong incentive for users to choose the surveyor who is familiar with the property through a recent inspection, additional incentives could be provided.

Users requesting a quote via Red Flag Homes could be offered a small discount (e.g. £5) on their completed purchase.

These incentives mean that buying / earning keys saves users money, by:

- Affordably surfacing high-cost risks, with details uncovered through a survey

- More than offsetting the cost of keys by the survey discount (for choosing the same firm) when a Red Flag exists



We anticipate that this kind of incentive structure will encourage the 53% of buyers who currently avoid surveys to use our platform to check for Red Flags, and when present, will commission a survey from you.

When no Red Flag is present

Our users are informed that the lack of a flag does not confirm the absence of serious risk. In fact, it is not possible to identify whether any survey has been

uploaded. Therefore, no conclusion can be made as to the state of the property.

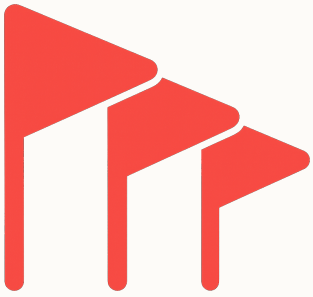
When users encounter this scenario, we would like to offer them the opportunity to request a quote from an available surveyor.



If you would like to display your firm when users access a non-flagged property, we charge 50p per quote request sent via our platform. *Charges only apply for RFQs, display slots are free and available by postcode area.*

Driving data growth

Red Flags are signals that turn into surveys. That's why we hope you share our goal to maximise the processing of surveys on our platform.



To grow the dataset, surveying firms could offer new clients an opt-in consent form, allowing the commissioned survey to be used to generate Red Flags.

If you would like your firm to be displayed in no-flag properties, or to discuss discount incentives, or any other business query, please contact us at:

BusinessEnquiries@RedFlagHomes.com

Thank you.

Together, we can turn signals into surveys and protect buyers with clear, professional insight. For collaboration or feedback, please get in touch.

Conn Doherty
Founder, Red Flag Homes

