Inside Redfin’s IPO: ‘We learned to fight like wild animals’

As Redfin gears up for an IPO, the high-tech brokerage has released a video presentation designed to coax investors into pouring more than $100 million into the company at a valuation of over $1 billion. The focus of the company's IPO statement is on happy customer firsts, big profits later on -- a feel-good IPO. The video, to be shown to investors in Redfin's IPO "road show," offers insight into the company’s long-term vision, while flagging some of its key initiatives and technology. Here are seven takeaways from the presentation. 1. Redfin was 'born in the darkness' Setting expectations for investors, presenters painted Redfin as a scrappy firm that will put customer satisfaction and long-term growth above short-term gain. Redfin has learned to “fight like wild animals” and is willing to make “who-cares-what-they-think business decisions,” CEO Glenn Kelman says in the 23-minute video. Because the firm cut its teeth during the housing slump, Redfin...

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