



DOING PROPERTY A WORLD OF GOOD

**MEDIA KIT**





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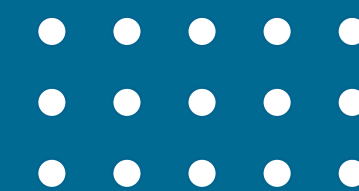
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# EDITORIAL



## EDITORIAL

# AN INTERNATIONAL AMBITION THAT PLACES **PEOPLE AND COLLABORATION** AT THE HEART OF ITS BUSINESS MODEL

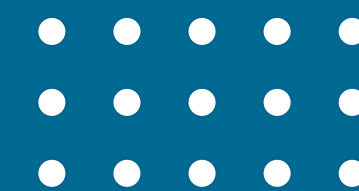
From the very first day the Group was founded, our ambition has always been the same: to become the world's number 1 in property transactions by being number one in every country where **iad** operates. Our model is clear and our replication system simple, so the network has every chance of succeeding on a global scale. By 2023, already present in **5 European countries**, **iad** has expanded into the UK and Florida.

In just 15 years, thanks to the 20,000 entrepreneurs who make up the **iad** network around the world, **iad has become the key player in changing lives for the better in the property industry**, demonstrating the resilience, agility and appeal of its model. It's an unchanging model that makes life easier for the property advisers in the field, thanks to the co-construction of each of the building blocks that make it up, and thanks to digital technology that brings us as close as possible to the expectations of entrepreneurs and customers.

We were already aware in 2008 that a societal change was taking place, and this has been confirmed by the recent health crisis: we offer our advisers equal opportunities, freedom and fulfilment in line with their own objectives, whether in France or abroad. For private individuals, it's the opportunity to move home or buy a second home in France, Europe or abroad through a hyper-local, local and transparent network.

The rise of proptech is definitely bringing a breath of fresh air to the property market, which no longer has any borders. The vision of the co-founders was clear from the outset: to embody the **GAME CHANGER of the property industry** thanks to a new model combining entrepreneurship, technology, internationalism and collaboration. **iad has revolutionised the world of property wherever it has been established, and we are convinced that we embody a universal model that meets the same aspirations everywhere in the world.**

# OUR REASON FOR BEING



## GREAT STORIES OF ENTREPRENEURSHIP OFTEN START IN A GARAGE...



*The « why » of **iad** is change. Paradigm shift to move the lines. Life change for the consultants\* who join us and who will later help others change their lives. Life change also for our clients by helping them find a new home.*

Jérôme **CHABIN**



*The reason for **iad** is to disrupt the market by embodying a model driven by strong **human values** that can change real estate for the better !*

Malik **BENREJDAL**

**The idea for iad came from the innovative association of property, digital and network marketing**



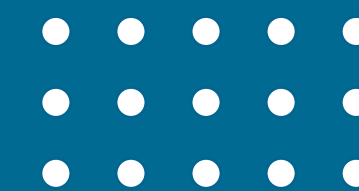


**Our mission at iad** is to "do good" for property by making it easier to change your life around your new property business.

We have a clear and ambitious vision: to internationalise property by embodying "one global network" connected by the same ambition to help people realise their property goals.



**HOW DO WE DO  
PROPERTY A  
WORLD OF  
GOOD ?**



## iad, A PROMISE IN LINE WITH NEW SOCIETAL ASPIRATIONS ...



### **Autonomy** and and **freedom**

**1 in 2 young people** want to become entrepreneurs<sup>2</sup>.

Nearly half of the entrepreneurs have **freedom and independence**<sup>3</sup> as their main motivation.

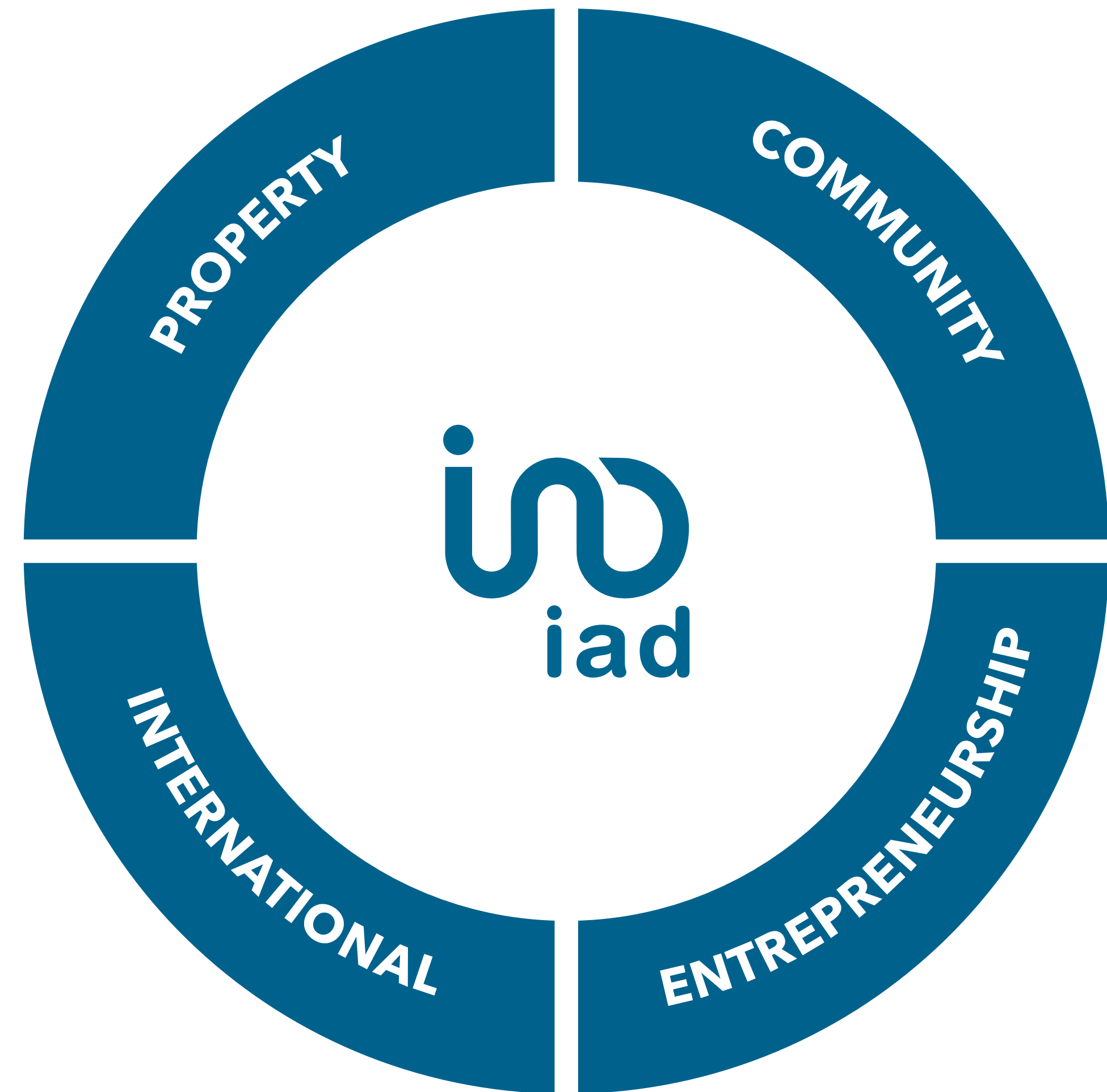


### **The proximity** and local experts

**For 45% of sellers**, they choose an agent based on **their knowledge of the local market**<sup>4</sup>.

## ... AND WHICH IS BASED ON 4 KEY PILLARS

**At iad,** we support entrepreneurs who decide to change their lives by helping others realise their property goals, a industry that makes sense for everyone. This close-knit, interconnected community relies on digital technology and training to guarantee optimum service and worldwide growth.



## 4 INSEPARABLE PILLARS

### ENTREPRENEURSHIP

We offer thousands of people the opportunity to change their lives and succeed by becoming their own boss while being **supported** and **trained** throughout their entrepreneurial adventure.

### COMMUNITY

- **iad** is a **community** of interdependent **entrepreneurs** based on a collaborative model powered by mentoring. At **iad**, the success on one creates the success of everyone.

### PROPERTY

We provide daily support to all those who have an essential project: **housing**. Our mission is **clear**, our consultants\* make property goals a **reality**.

### INTERNATIONAL

We imagine the property industry of tomorrow to be "**borderless**", we are already helping our consultants\* and our clients in this spirit... and already in 8 countries!



## NO NETWORK WITHOUT SUPPORT!

Every entrepreneur receives support and guidance throughout their career with **iad**. Human resources are at the heart of **iad**, and our advisers benefit from the support of an entire team at head office, in addition to the day-to-day support provided in the field by their sponsor and the local team.

In addition to head office support, the **4 pillars are backed up by digital technology and training**, which make a major contribution to the success and appeal of the **iad** model.

### TECHNOLOGY

We develop **our own tools**, in total independence, and above all in total adequacy with the business, and the daily needs of consultants\*, clients, and employees. This obsession with useful innovation has made us one of the **unicorns of the French economy and a leader in PropTech.**



### TRAINING

At **iad**, we never stop learning thanks to our **complete training program** that accompanies the network at every step. Whether they come from the property industry or not, all consultants\* follow a personalised training program that guarantees professionalism and career development.







## A NETWORK ACCLAIMED BY ITS CLIENTS

**iad** is best described by its customers. With **98% of satisfied customers out of more than 150,000 immodvisor-certified reviews<sup>1</sup>**, professionalism, availability and expertise are qualities that are well illustrated within the network and are of considerable value to customers.

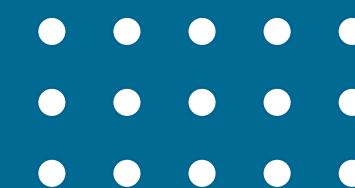
Our aim is simple: **to emphasise the importance of proximity in the customer relationship**, so that your property project can be completed with peace of mind.

### The iad advantages that make all the difference to our customers!

-  **AVAILABILITY:** All our advisers are business leaders who adapt to their customers' pace. They have no fixed hours or on-call duties, and can manage their own schedules as they see fit, giving them a high degree of adaptability.
-  **LOCAL EXPERTISE:** in addition to the compulsory training they have to undergo and the many practical workshops they attend, **our advisers work where they live and are therefore real experts in their sector.** With their in-depth knowledge of the local market, they are in the best position to advise and assist customers with their projects.
-  **EFFICIENCY:** We leverage our network of experienced professionals to showcase your property, here and abroad, multiplying your chances of seeing it come to fruition more quickly. **A real collaborative machine dedicated to the success of your project.**
-  **GAME CHANGER:** At **iad**, we are field professionals and we prefer to invest in **data, digital, marketing and efficient tools to sell your property, not in offices.**

<sup>1</sup>Reviews available on [www.immodvisor.com/pro/iad-france-lieusaint-77127-15686.html](http://www.immodvisor.com/pro/iad-france-lieusaint-77127-15686.html) (source : 07.2023 -AFNOR NF Service - NF Z74-501 certified website)

# OUR BEAUTIFUL STORIES



## THE CO-FOUNDERS

### MALIK BENREJDAL

Born in France in 1972, graduated from business school in 1994, married with two children, **Malik Benrejdal is a French real estate and digital entrepreneur.** He is the co-founder of the **iad** property network, which in less than 10 years has become France's largest property sales company.

Veteran investor, **Malik Benrejdal uses his passion and vision for the business and the company of the future to inspire iad consultants<sup>1</sup>,** set objectives together and establish best practice within the company.

Malik has also developed a passion for relationship marketing, which he has been studying relentlessly since 1993. He is convinced that this business and development model, which, on his suggestion, has been at the heart of the **iad** model from the outset, is healthy, effective and powerful. This unique and virtuous mechanism acts like a social lift, giving everyone the opportunity to rise up and become a successful entrepreneur. **It's undeniably a real innovation in the property world today, as it has such an impact on the number of jobs created.**

Says Malik: "***This innovative concept has literally revolutionised the world of property. Today, it's a reference model that's a win-win situation for the customer, the consultant<sup>1</sup> and the network, and it's no coincidence that it's being copied in the property sector and, more generally, in other sectors of the service industry.***"

Malik is particularly proud to have imagined and instilled this vision within **iad**, which he sees as a truly 21<sup>st</sup> century benchmark company in France and more widely internationally. "Sky is not the limit!"



### JÉRÔME CHABIN

Born in South Korea in 1971, married with children, **Jérôme CHABIN is an accomplished serial entrepreneur specialising in digital.** He has advised and assisted companies in their digital transformation. He is also the designer of the very first information system dedicated to business transactions.

**Convinced that it is possible to achieve fulfilment at work and reconcile professional and personal life,** he co-founded the **iad** group in 2008, where he has been able to put this approach into practice.

In 2016, Jérôme CHABIN created an investment fund dedicated to European start-ups and co-founded "Fond'Action Isaac" with his wife, an endowment fund to raise public awareness of coeliac disease.



## THIS IS WHO WE ARE !

 **iad, the new heavyweight  
in real estate!!**

Le Figaro, 12/07/2022



A community of over **20,000 entrepreneurs** at the service of their clients



A dynamic network that supports over **140,000 property transactions** per year



**8 subsidiaries worldwide** (France, Spain, Portugal, Italy, Germany, Mexico, UK and Florida)



A company in **constant growth** (+30% growth in 2022 with €526M of revenue)



The **iAd Foundation** which works for better housing and equal opportunities for professional integration



The **leader in property transactions in France** and the **6th largest property network in Portugal**<sup>1</sup>



The **real estate partner** of Europe's largest rugby championship, the **TOP 14**



The **1st French unicorn in PropTech** in 2021<sup>2</sup>

**OUR GOAL** → To become a **leader in the property industry** in each of the markets in which we operate !

<sup>1</sup>in consultants\* number

<sup>2</sup>2021 FrenchWeb500 rank <https://www.frenchweb.fr/fw500> and <https://www.journaldelagence.com/1203475-iad-arrive-en-tete-du-classement-fw500-frenchweb-dans-le-secteur-proptech>

## SPECTACULAR GROWTH FOR A MODEL SERVING FOR INDIVIDUALS AND ENTREPRENEURS

**2008**

Birth of **iad**

**2012**

first face-to-face trainings

Launch of the first online **iad** university

**2015**

Birth of **iad** Portugal

**2017**

5000 consultants\* in Europe

**2018**

Birth of **iad** España and **iad** Italia

**2019**

€225 Million of revenue  
first TV campaign

**2020**

10,000 consultants\* in Europe

**2021**

Insight Partners takes a stake in **iad** (valued at €1.2 billion)

Birth of **iad** Deutschland and **iad** Mexico

**iad** joins FrenchTech120's Next40

**2022**

€526 Million of revenue

Official launch of **iad** overseas

Integration of Homepilot

**2023**

20,000 consultants\* in the world

Birth of **iad** Florida and **iad** UK



***iad's network of independent consultants\* continues its spectacular growth***

Les Echos, 30/06/2022

# AN ADVENTURE MADE POSSIBLE BY 20,000 ENTREPRENEURS FROM ALL WALKS OF LIFE



**Vincent Morin** – Ancien chef d'entreprise



**Hacène Kroui** – Ancien fonctionnaire



**Antoine Cailleaud** – Ancien salarié du médical



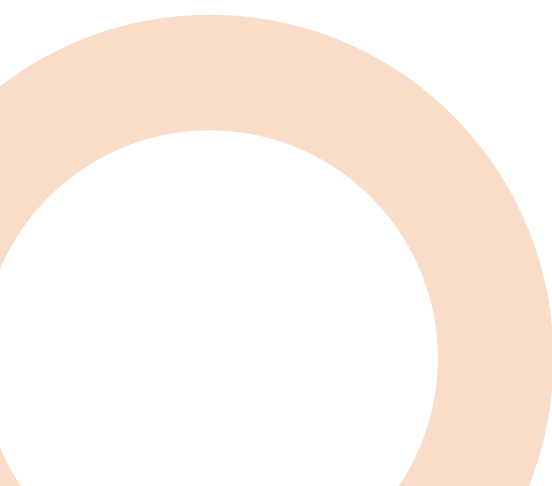
**Cédric Mussard** – Ancien sportif



**David Huard** – Ancien responsable d'agence immobilière



**Jennifer Kregielczyk** – Ancienne du secteur de la santé





# CLÉMENT DELPIROU

Président of iad Group

“ iad has become recognised as a **leader in the property industry** by proposing a model aligned with the world of tomorrow: a **unique and internationally connected community of entrepreneurs**, which gives consultants\* their **entrepreneurial freedom** while guaranteeing clients **personalised, transparent support** and genuine **expertise** of the local market.



DOING PROPERTY A WORLD OF GOOD

*\*All I@D property consultants are self-employed agents part of the I@D network which is a network of estate agents managed by I@D UK Limited, a private limited company incorporated in England (company number 14476433) whose registered office is at 50 Seymour Street, London, England, W1H 7JG*

