



International estate agency giant *iad* launches in the UK - via a prominent acquisition

[iad](#), the international estate agency business, today announces the launch of its self-employed model in England and Wales. And with a number of differences.

With annual revenues of over £500m and 20,000 partner agents, *iad* is already highly successful in France (the leading brand), Italy, Spain, Germany, Portugal and Mexico. Importantly, it is a **significantly profitable** business providing the comfort of a truly sustainable and credible partner in the domestic property space, especially reassuring to prospective agents and home-sellers in current tougher times.

The UK is an important part of *iad*'s expansion plans with other major territories to be announced soon.

As part of the UK launch *iad* also announces the acquisition of [David Lee](#) estate agents, the well-known self-employed estate agency platform founded by Lee O'Brien and David Kirby in 2004.

David Lee will ultimately re-brand to *iad* with Lee O'Brien taking the position of Managing Director of the expanding UK business whilst David Kirby will as 'Head of Constellation', lead the existing team of 21 agents as the first *iad* agents to list and sell homes in Britain - immediate 'feet on the ground' as such. The new proposition covers sales, lettings and property management.

Notably, 'Super Agent' Nicholas Le Ny-Clarke is moving from his adopted France back to the UK to assist the senior team in their growth. Nicholas becomes *iad*'s first 'sponsor', a term used to describe an agent that assists growth through encouraging and mentoring new agent recruits.

Jason Bull (easyProperty) has joined *iad* as Head of Coaching and Training and will head the Online University programme, to support agents to grow.

The *iad* model offers partner agents a commission split of up to 87.8%. Additionally, agents can earn significant sums from encouraging other agents to join *iad* by way of 'revenue share'. Existing *iad* agents across the globe have already grown down-line 'constellations' of 500+ agents by way of revenue share.

Clement Delpirou is the President of *iad* globally and says "The United Kingdom is a key country for our expansion as the world's fourth largest market in value terms and one that we recognise as one of [Europe](#)'s most valuable.

Our brand of estate agency provides the ultimate support and financial opportunity to our partner agents backed by one of the fastest growing companies in the property sector. Our ambitions are fuelled with annual revenues of over half a billion pounds which will provide substantive reassurance to potential agents thinking of making a move to being self-employed or that wish to move from their current self-employed platform.

Our goal is to become the dominant estate agency across Britain. We'll do this simply by being the most attractive business to work with for good agents, not just on commission split and revenue share but on genuine support and with our unique revenue share approach also.

Lee O'Brien, *iad* UK Managing Director says "There is a significant opportunity for a well-funded and credible player to lead the expansion of the self-employed model in this country and as we've seen in the US, Europe and Australia - but not here yet.

David Kirby and I have laid decent foundations with our personal, culture rich approach to agent recruitment and support over the past few years and we were looking for the 'rocket fuel' to take this to the highest level. Our decision to do a deal with *iad* was a no-brainer in that respect and we are incredibly excited to be leading the *iad* expansion in the UK now".

iad UK will operate from David Lee's offices at Bishops Stortford, Hertfordshire.

Agent enquiries from those interested in being part of the *iad* platform should contact lee.obrien@iadgroup.uk.com

Team images and media pack can be found [here](#)

Note to Editors:

The international senior leadership team including Clement Delpirou and Lee O'Brien will be available for face-to-face questions and interview at a City of London venue on the morning of Wednesday 19th July.

Contact russell@properpr.co.uk and on 07930 336544 for details and to reserve an interview slot (first come first served).

- *iad* was established in 2008
- 'The first French unicorn in Proptech' (2021) (Classement FrenchWeb500)
- It boasts the leading supported self-employed estate agency concept based upon both technology as a digital model and training (face to face and virtual)
- The senior global team comprises Clement Delpirou (President), Baptiste Manin, Chief Expansion Officer & Managing Director (Europe), Laurent Molin (Marketing & Communications Director)
- The *iad* UK Managing Director is Lee O'Brien (David Lee)
- UK Head of Training and Coaching is Jason Bull (easyProperty, Sequence)
- David Lee Estate Agents has been wholly acquired by *iad* UK Limited - to ensure adaptation to local specificities

- iad has over 20,000 estate agency partners in France, Italy, Germany, Spain, Portugal and Mexico - and is expanding fast
- iad annual revenues were 534 million Euro in FY 2022/23.
- iad is highly profitable