



DOING REAL ESTATE A WORLD OF GOOD

MEDIA KIT





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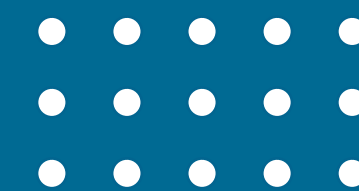
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EDITORIAL



EDITORIAL

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

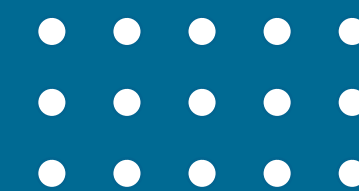
From the very first day the Group was founded, our ambition has always been the same: to become the world's number one brokerage in real estate transactions by being number one in every country where iad operates. Our model is clear and our replication system simple, so the network has every chance of succeeding on a global scale. By 2023, already present in 6 European countries, iad has expanded into the UK and Florida.

In just 15 years, thanks to the 20,000 real estate agents who make up the **iad** network around the world, **iad has become the key player in changing lives for the better in the real estate industry**, demonstrating the resilience, agility and appeal of its model. It's an unchanging model that makes life easier for the real estate agents 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 real estate agents and clients.

We were already aware in 2008 that a societal change was taking place, enabling our agents to operate on a more mobile basis. We offer our agents equal opportunities, freedom and fulfillment in line with their own objectives, whether in the United States or abroad. For private individuals, it's the opportunity to move home or buy a second home in America or abroad through a hyper-local, local and transparent network.

The rise of proptech is definitely bringing a breath of fresh air to the real estate 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 real estate industry** thanks to a new model combining entrepreneurship, technology, internationalism and collaboration. **iad has revolutionized the world of real estate 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 agents 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.*

Jérome **CHABIN**,
co-founder



*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**,
co-founder

The idea for iad came from the innovative association of real estate, digital technology and legacy creation

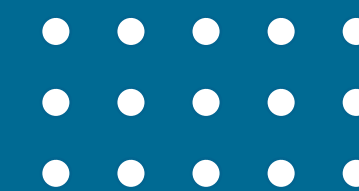




Our mission at iad is to "do good" for real estate by making it easier to change your life around your new real estate business.

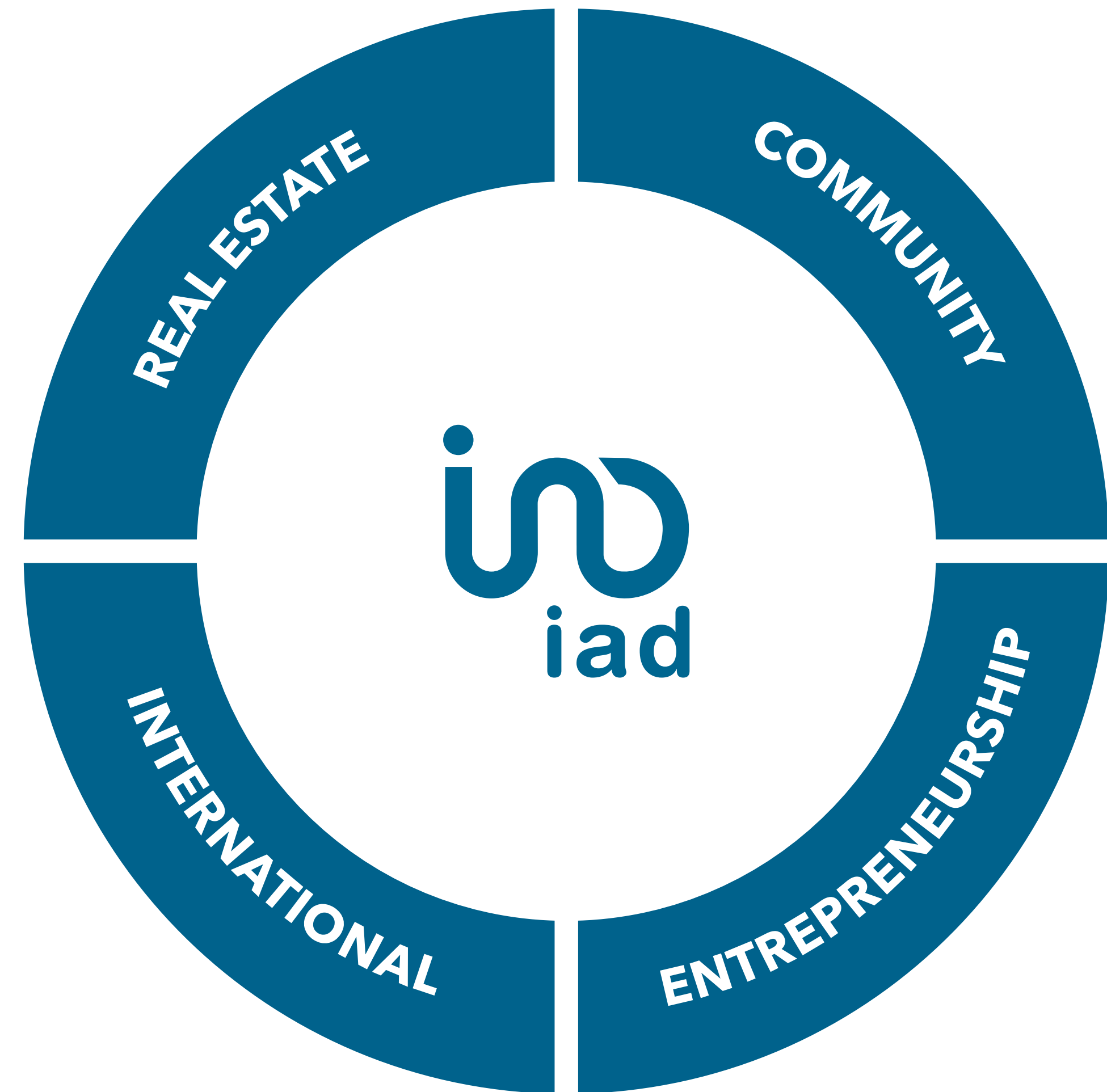
We have a clear and ambitious vision: to internationalize real estate by embodying "one global network" connected by the same ambition to help people realize their real estate goals.

**HOW DO WE DO
REAL ESTATE A
WORLD OF
GOOD?**



AT IAD, A PROMISE WHICH IS BASED ON 4 KEY PILLARS

At iad, we support entrepreneurs who **decide to change their lives** by helping others realize their real estate goals, an 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 of one creates the success of everyone.

REAL ESTATE

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

INTERNATIONAL

We imagine the real estate industry of tomorrow to be "**borderless**." We are already helping our agents and our clients in this spirit... and already in 8 countries!



SUPPORTING YOUR SUCCESS: IAD'S COMMITMENT TO EVERY AGENT'S JOURNEY

At **iad**, continuous support and guidance define our commitment to every real estate agent's journey. Human resources are the core of **iad**, offering comprehensive backing from our corporate team and day-to-day mentorship in the field.

This, coupled with digital technology and training, forms the bedrock of the **iad** model's success.



TRAINING

Learning never stops at **iad**. Our comprehensive training program caters to every agent, whether from real estate or not, ensuring a personalized path that guarantees professionalism and fosters career development.

TECHNOLOGY

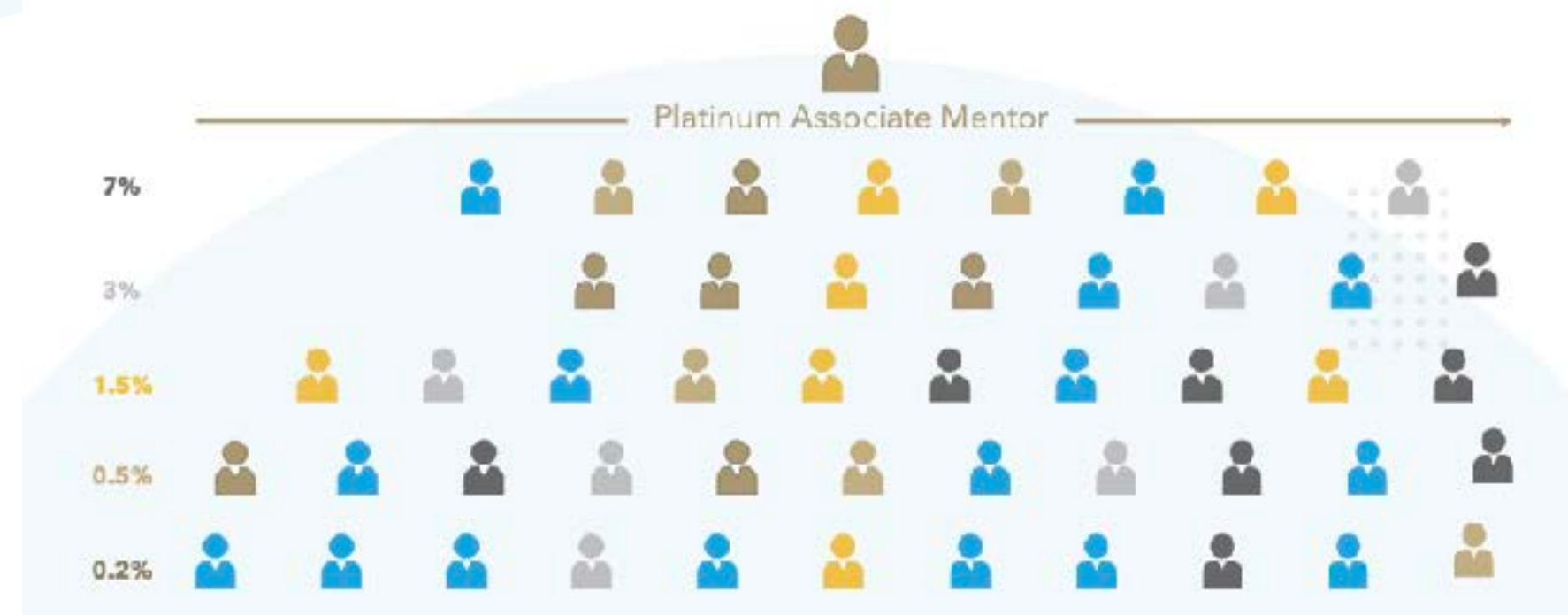
In our quest for practical innovation, we've developed proprietary tools and forged partnerships with market leaders, perfectly aligned with the daily needs of agents, clients and employees. This commitment to innovation has positioned us as a leader in proptech.



WHY JOIN IAD?

STEADFAST SUPPORT

Joining **iad** means unwavering support throughout your journey. Our dedicated team ensures you're equipped with top-notch tools, lead generation resources and comprehensive training. Additionally, **iad** empowers agents to craft their personal brand and provides the necessary tools for rapid business development.



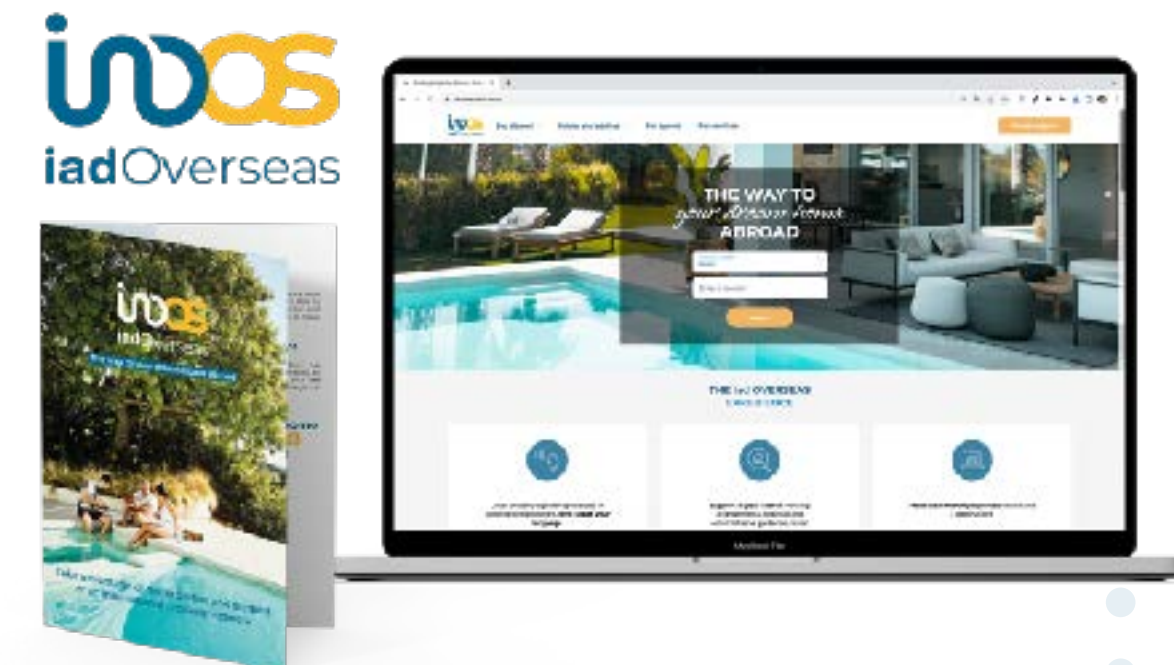
AN INTERNATIONAL VISION OF REAL ESTATE

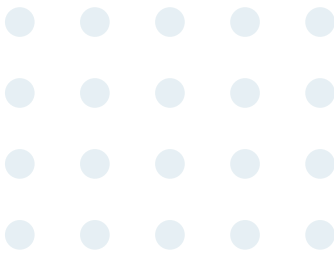
Explore new horizons with **iad** Overseas. Our tailor-made program caters to agents dealing with foreign buyers. From training and certification to communication materials and lead generation, we've got all aspects covered for your global ventures!



BUILDING A TRUE LEGACY

At **iad**, agents have the opportunity to build their local and international teams, fostering revenue through their collective production. This sales organization becomes a valuable business asset that can be sold or transferred when an agent chooses to depart from the network, be it for retirement or another personal project. Your legacy continues with **iad**.









A CLIENT-CENTRIC APPROACH

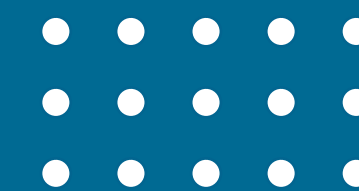
At **iad**, our network is defined by our clients' testimonials. Professionalism, availability, and expertise are not just words but qualities ingrained in our network, highly valued by those we serve.

Our aim is simple: emphasizing the essence of proximity in client relationships, ensuring a transaction that grants peace of mind.

The iad advantages that make all the difference to our clients!

-  **AVAILABILITY:** Our agents, as business leaders, adapt to their clients' pace without fixed hours or on-call duties. Their flexible schedules grant a high degree of adaptability, prioritizing client convenience.
-  **LOCAL EXPERTISE:** With best-in-class training and practical workshops, our agents operate where they live, becoming true experts in their market.
-  **EFFICIENCY:** Leveraging our network of seasoned professionals, we showcase properties locally and internationally, significantly increasing the likelihood of swift, successful transactions. Our collaborative approach ensures your property reaches its fruition efficiently.
-  **GAME CHANGER:** At **iad**, our focus on the field drives us to invest in data, digital tools and marketing strategies, rather than traditional offices. This dedication ensures the most effective methods for selling properties, setting us apart as innovators in the real estate sphere.

OUR 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 agents,** set objectives together and establish best practices 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 real estate world today, as it has such an impact on the number of jobs created.**

Says Malik: *"This innovative concept has literally revolutionized the world of real estate. Today, it's a reference model that's a win-win situation for the client, the agent and the network, and it's no coincidence that it's being copied in the real estate 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 21st 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 specializing 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 fulfillment 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 celiac disease.

THIS IS WHO WE ARE!

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

Le Figaro, 07/12/2022



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



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



8 countries worldwide
(France, Spain, Portugal, Italy, Germany, Mexico, UK and US)



A company in **constant growth everywhere**
(+30% growth in 2022 with \$571+ million of revenue)



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



One of the **leaders in real estate transactions in Europe**



The 1st French unicorn in PropTech in 2021

OUR GOAL

To become a **leader in the real estate industry** in each of the markets in which we operate!

RAPID ADVANCEMENT: A HISTORY OF REDEFINING SUCCESS FOR INDIVIDUALS AND ENTREPRENEURS



iad's network of independent agents continues its spectacular growth

Les Echos, 06/30/2022



CLÉMENT DELPIROU

President of **iad Group**

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



DOING REAL ESTATE A WORLD OF GOOD

