



DOING REAL ESTATE A WORLD OF GOOD

MEDIA KIT





YOUR LOCAL CONTACTS

Chris **PFLUEGER**

Managing Director, **iad** Florida

chris.pflueger@iadgroup.com

(941) 228-4234

Meredith **DROPKIN**

VP Public Relations, Grapevine Communications

mdropkin@grapeinc.com

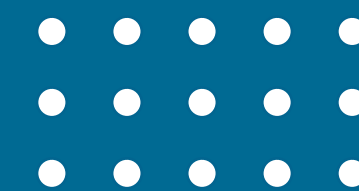
(941) 351-0024

CONTENTS

- 04** Editorial
- 06** Our reason for being
- 09** How do we do real estate a world of good?
- 14** Our stories



EDITORIAL



EDITORIAL

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

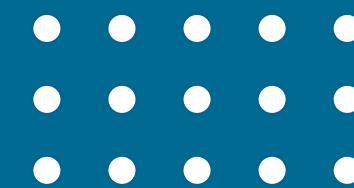
From the very first day the Group was founded, our ambition has always been the same: to become the world's number one in real estate transactions by being number one in every country where iad operates. Our model is clear and our replication system simple, so the network has every chance of succeeding 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, and this has been confirmed by the recent health crisis: we offer our agents equal opportunities, freedom and fulfillment in line with their own objectives, whether in Florida 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.*

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 real estate, digital and network marketing

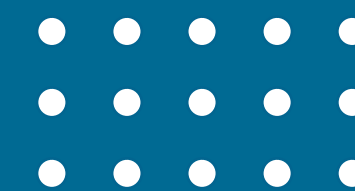




Our mission at iad is to "do good" for real estate by making it easier to change your life around your new real estate business.

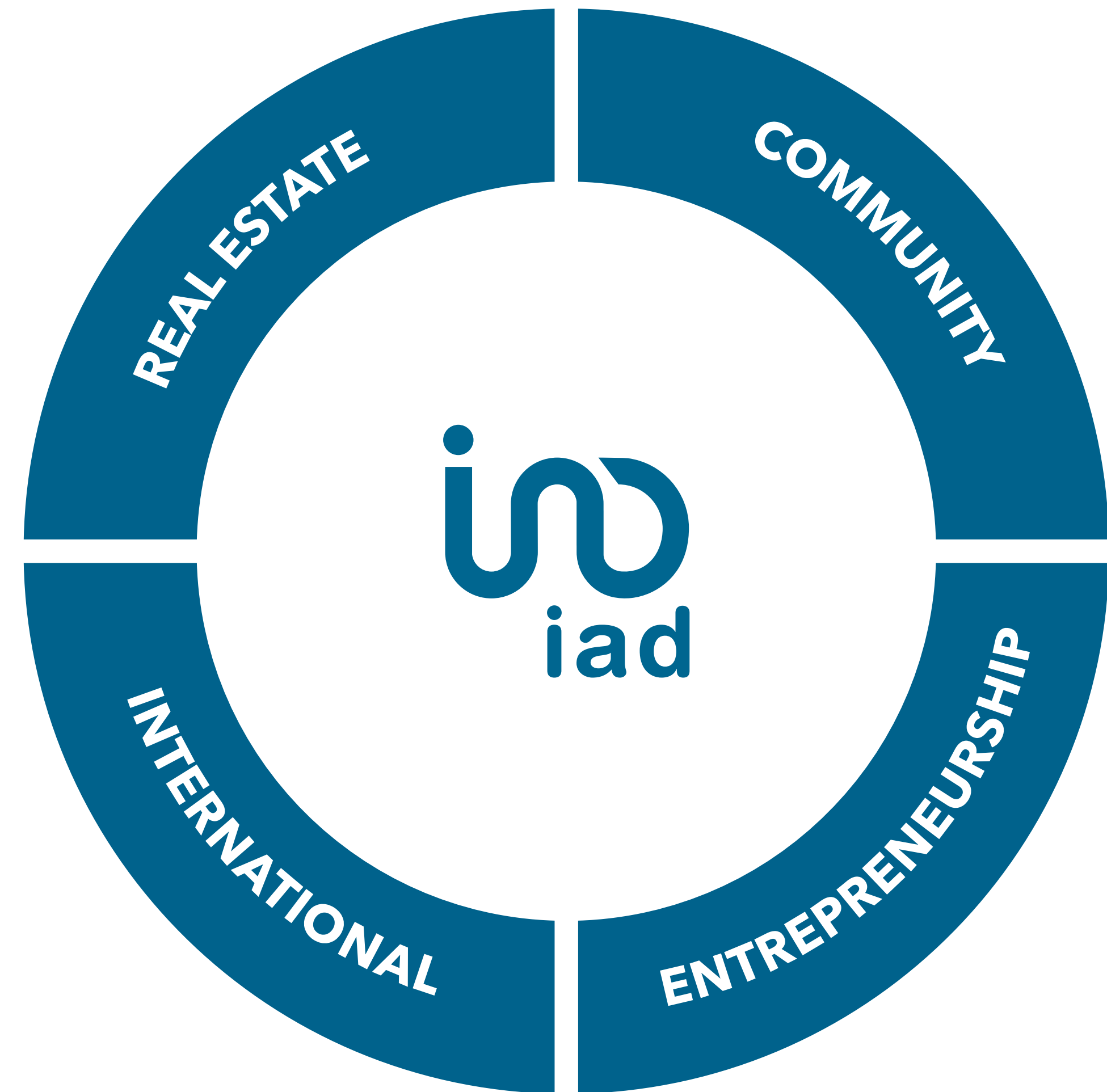
We have a clear and ambitious vision: to internationalize real estate by embodying "one global network" connected by the same ambition to help people realize their real estate goals.

**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!



NO NETWORK WITHOUT SUPPORT!

Every real estate agent receives support and guidance throughout their career with **iad**. Human resources are at the heart of **iad**, and our agents benefit from the support of an entire team at our corporate office, in addition to the day-to-day support provided in the field by their mentor and the local team.

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

TECHNOLOGY

We developed **our own tools**, in total independence, and above all in total adequacy with the business, and the daily needs of agents, clients, and employees. This obsession with useful innovation has made us **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 real estate industry or not, all agents follow a personalized training program that guarantees professionalism and career development.






A NETWORK ACCLAIMED BY ITS CLIENTS

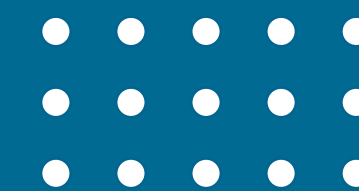
iad is best described by its clients. Professionalism, availability and expertise are qualities that are well illustrated within the network and are of considerable value to clients.

Our aim is simple: **to emphasize the importance of proximity in the client relationship**, so that your real estate transaction can be completed with peace of mind.

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

-  **AVAILABILITY:** All our agents are business leaders who adapt to their clients' 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 agents work where they live and are therefore real experts in their market.** With their in-depth knowledge of the local market, they are in the best position to advise and assist clients with their real estate transaction.
-  **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 real estate transaction.**
-  **GAME CHANGER:** At **iad**, we are field professionals and we prefer to invest in **data, digital, marketing and efficient tools to sell your properties, not in offices.**

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



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



The **leader in real estate transactions in France** and the **6th largest real estate network in Portugal**



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



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!

SPECTACULAR GROWTH FOR A MODEL SERVING INDIVIDUALS AND ENTREPRENEURS

2008

Birth of **iad**

2013

Launch of the first online **iad** university

2017

5000 agents in Europe

2019

\$244 million in revenue
First TV campaign

2021

Insight Partners takes a stake in **iad** (valued at \$1.3 billion)

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

iad joins FrenchTech120's Next40

2023

20,000 agents in the world

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

\$536 million in revenue

2012

First face-to-face trainings

2015

Birth of **iad** Portugal

2018

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

2020

10,000 agents in Europe

2022

Official launch of **iad** overseas

Integration of Homepilot



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

