

**epropservices acquires digital lead generator LeadPro**

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epropservices, brand and technology provider to the property sector has announced today its acquisition of Property Technology Ltd, most commonly known as LeadPro, a marketing platform used by the UKs largest estate agencies. This latest acquisition will enable more estate agents to access the latest digital marketing and lead generation technology. Backed by Toscafund, epropservices acquired both Starberry and The Property Jungle this year and continues to position itself as a trusted technology supplier to the estate agency industry.

Jon Cooke, CEO of epropservices, says: “In the last three years over 400 of our customers have integrated the LeadPro marketing tech into their businesses and it’s provided them with a significant commercial advantage. Bringing LeadPro into the group will make integrating the latest digital customer journey technology more accessible for estate agents and place epropservices as a leader in the ‘PropTech’ space.”

LeadPro provides marketing and lead generation software that has been developed in partnership with leading agents over the past six years to help them book more valuations, grow market share, digitalise customer journeys, impress applicants and modernise branch management. LeadPro’s marketing platform includes an online valuation tool, portal lead responder, on demand telephony prospector, social media marketing service and a lead management dashboard with a team performance league table.

Sam Zawadzki, CEO of LeadPro, says that joining with epropservices with allow Leadpro to invest more in product research and development whilst continuing to grow its customer base. “The merger will allow us to have access to a larger development team and more resources for investing in new tech and faster product development, which means greater product selection for both existing and future clients,” he comments.

In addition to his role as CEO of LeadPro, Zawadzki will take on the role as Chief Product Officer within epropservices, assisting the group along their digital product development journey. He adds, “I decided to join epropservices because they have a real desire to be the UK’s biggest and best proptech supplier, our objectives are perfectly aligned, and the partnership will greatly benefit our combined client base.”

Zawadzki says that this deal and his role within the group will enable a much better integration between agents’ websites and LeadPro, and the scale of the deal will also make it much easier for the platform to integrate with CRMs.

Toscafund and epropservices director, Matthew Siebert adds: “As epropservices’ majority shareholder, Toscafund is very pleased to support the group’s endeavour to build Britain’s leading proptech services provider to the estate agency community. This acquisition further ensures that epropservices can deliver a full suite of digital tools to its clients.”

**-ENDS-**

**Editors’ Notes**

**epropservices**

epropservices supplies brands and technology services to the property industry. Its mission is to create a growing, scalable and highly profitable technology platform offering a broad range of services to a wide base of international property professionals. The epropservices group includes The Guild of Property Professionals, Fine & Country, Starberry, The Property Jungle and Leadpro.

**Toscafund Asset Management**

Toscafund Asset Management LLP is a London based specialist investment management firm with offices in London, New York, Manchester and Melbourne.  Founded in 2000 by Martin Hughes, Toscafund has firmly established itself as one of Europe’s leading investors in the financial services sector across both public and private markets.

Toscafund has a long track record of supporting management teams and providing growth capital to private challenger and fintech companies.  The total amount invested exceeds £500m with notable investments that include Aldermore Bank, Hoist, Atom Bank, OakNorth, esure, Plurimi Wealth, LIQID, Caravela Companhia de Seguros and Lemonway.