

Profile number

110417

Scalable national real estate agency with franchise organization and digital bidding platform

Located in

Netherlands

Personal data

Sector

Service industry

Type of company

Real estate agents

Legal entity:

Partnership

Type of transaction

Assets / liabilities

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

Confidential

Asking price

€ 500.000 - € 1.000.000

Earnings before taxes

Confidential

Company history/background

The company has been active in the Dutch real estate market for over fifteen years and has developed into the most innovative real estate agency in the Netherlands, with a strong focus on digitalization and scalability. The company operates on the basis of MRR and variable property purchases and sales.

The concept has been further expanded into a franchise formula, where multiple entrepreneurs operate under a single, strong brand and online platform. In recent years, significant investments have been made in technology,

automation, and process optimization, resulting in the company now having a fully operational digital sales and transaction platform.

The company has a proven track record, an active customer base, and a solid position within its niche. Approximately 100 properties are sold annually in the Netherlands, and this number is growing.

The company is active in:

- Real estate brokerage (sale of homes and properties)
- Franchise formula
- Operation of an online bidding and transaction system through an external company of the same owner
- Support for affiliated entrepreneurs (formula/license structure + brokerage fees)
- Lead generation
- Partially automated sales processes (from lead to transaction)

The combination of brokerage activities and technology creates multiple revenue streams and scale potential.

Unique selling points

The company distinguishes itself by:

- A complete digital bidding and sales platform
- Transparent sales methodology that responds to current market demand
- Extensive automation of processes (time and cost savings)
- Scalable model for expansion into new regions and sectors (multiple new locations can be opened)
- Combination of traditional services with modern technology
- Unique and powerful branding and brand awareness within the Netherlands
- Multiple locations active in the Netherlands

This allows the company to position itself not only as a broker, but also as an online **platform** within real estate.

Other

Other features

- Operational and profit potential available
- Online platform for real estate sales
- Suitable for national rollout
- Very low marginal costs of growth, due to investments already made >5+ years
- Strong brand with recognizable positioning
- Both B2C and B2B revenue models

Desired buyer profile

The company is particularly interesting for:

- Strategic buyers in real estate, brokerage or proptech
- Investors with a focus on digitalization and scalable platforms
- Investors or investors active in real estate with a large real estate portfolio
- Entrepreneurs who want to accelerate an existing market position
- Parties that want to expand with technology-driven services

Preferably a buyer who:

- Growth ambition has
- Understanding digital platform models