

Homeday, a Digital Real Estate Platform and Agent Network, Welcomes Fabian Bender as Vice President Sales

London, England — September 1, 2019 Renovata & Company is pleased to announce the placement of Fabian Bender as vice president sales for Homeday, a digital real estate platform backed by a customer service-focused team that make property transactions transparent, efficient and cost-effective. Bender will focus on tripling the company's agent network and hiring an account management team to support them.

Founded in 2015, Homeday's mission is to revolutionize the way people buy and sell property. The company combines unique technology with personal customer service delivered through a network of local market experts. Homeday has built a network of realtors across Germany who offer the Homeday proposition to customers—either as an additional stream to their own business or operating as Homeday agents.

Alongside this network of agents, Homeday has built a sophisticated technology platform, Homeday Connect, which provides a digital interface with the consumer and is a key differentiator for the company across Germany. This digital platform has allowed Homeday to increase consumer engagement rapidly, delivering over 1,000 qualified leads per month to agents. The company's consistent methodology and service has helped to build the brand identity among consumers. Today, Homeday has a 50% market share among the top four online estate agencies, and the gap with traditional agencies is closing.

Backed by Purplebricks and Axel Springer, Homeday is entering its next stage of growth, and a key part of this strategy is widening the network of realtors who use Homeday's unique customer relationship management (CRM) functionality.

"Fabian plays a key role, since he's responsible for agent acquisition, onboarding, training and productivity," says Thomas Jepsen, Renovata & Company partner. "In addition to building the agent network, he'll seek to continually optimize the Homeday systems and processes that help define it in the market and that will support the company's future growth."

Prior to joining Homeday, Bender worked for nearly four years at eBay Kleinanzeigen, most recently as head of sales real estate. He has also worked for ImmobilienScout24 as head of investment and sale commercial, and earlier in his career he was a senior consultant at Savills and real estate asset manager at Hudson Advisors, LLC.

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