



# 10 million households in the UK go through a rental experience

Goodlord offers a cloud-based software to help estate agents, landlords, and tenants manage the rental process

Date of our investment: 2014

Company Creation: 2018

Founders: William Reeve, Tom Mundy, Donovan Frew

# Areas we helped the value creation

## 01 / Talent and organization

- Engaged in hiring of VP People, Chairman, CFO
- Peter Knight joined as NED
- Costas Frangeskou joins as Head of Sales from Rightmove
- Leah Ellis joined as Head of People

## 03 / Product and tech

- CTO has led re-architecture of technical infrastructure in first 12 months after investment
- Leading strategic discussions at executive level on inflection levers to pull for product led growth, resulting in launching of revolutionary rent collection product

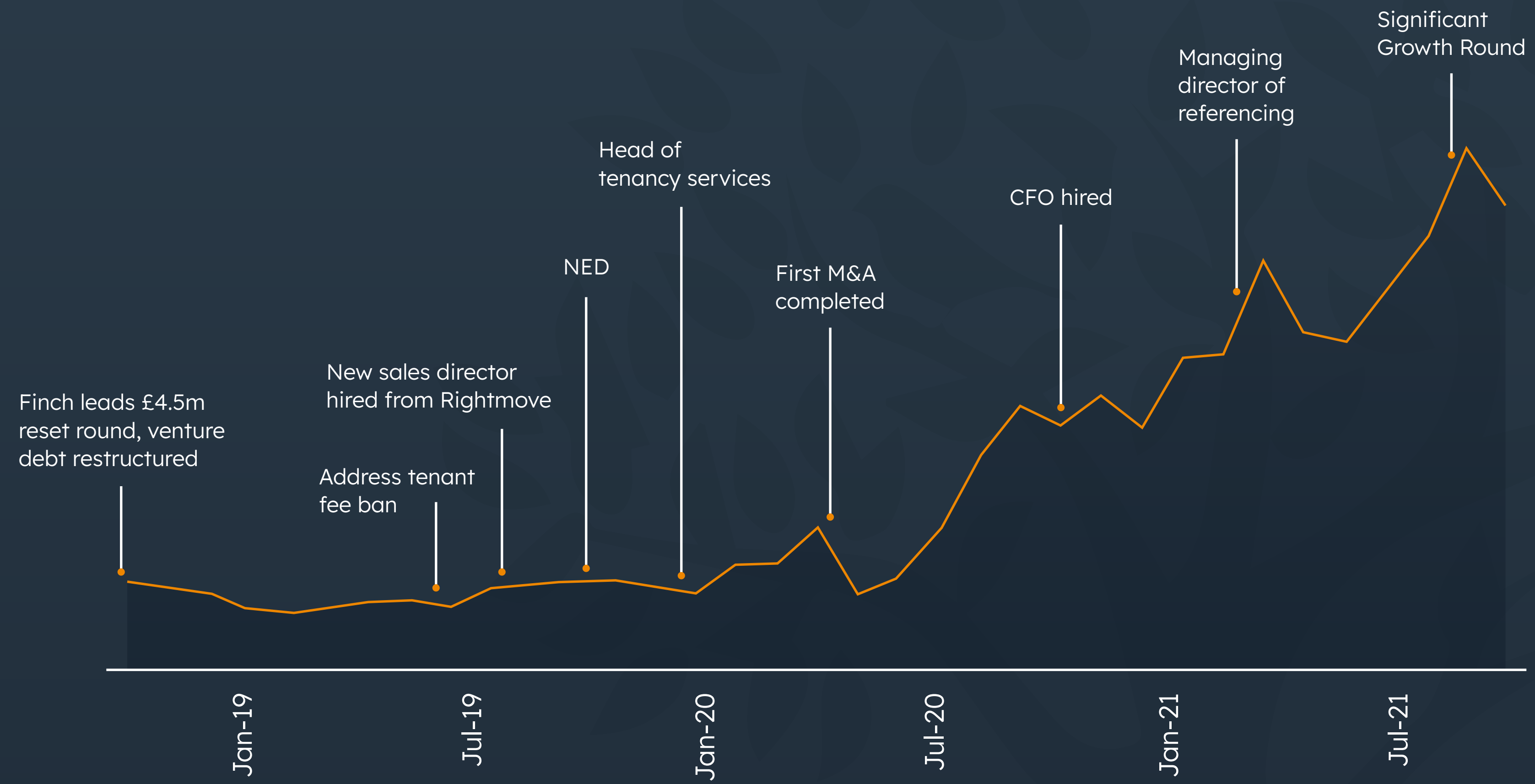
## 02 / Top line growth and efficiency

- Successfully built out sales and marketing function within a year to become high performance outbound focused teams
  - Record tenancy volumes (100% m-o-m growth)
  - Sales team grew from 6 to 13 FTEs with clear BDR and account executive compensation structure while marketing team has grown from 4 to 9 FTEs
- New business unit of tenancy services function which now contributes 20% to monthly revenue
  - Hired GM for business (ex-Zoopla) to own P&L and enable commercial and operational success with leading service providers
- Renegotiating terms with insurance supplier that has allowed for 50% improvement in margin
- Restructured referencing team led by new MD to allow for increased efficiency and better unit economics

## 04 / Other

- Commercial discussions and financing round for M&A of complementary business that now contribute 10% of revenue and profitable
- Direct introduction to the investors who participation in the Series B fundraise as well as the venture debt re-financing
- IPO preparation planning with governance, audit and reporting focus

# Initiatives and ARR evolution since investment



# The product

## An **all-in-one** lettings platform

Lettings software that **keeps on working** so you don't have to

More than 900 agencies throughout the UK already use Goodlord for:

- Offer letters
- Contract generation
- Payments and digital signing
- Automated compliance
- Corporate lets

## With **built-in** services



### Tenant referencing

Reference your tenants quickly and comprehensively for as little as £6 with our best-in-industry team.



### Utility switching and void management

Offer your tenants clean energy and an automated water and council switch - with no unexpected bills for your landlords in the void period.



### Rent Protection & Legal Expenses Insurance

Protect your landlords, reduce your admin, and get rewarded for offering more.



### Deposit Replacement Insurance

Offer your landlords more protection, than a traditional deposit and a smaller one-off fee for tenants, so they can move in faster.



### Tenants Contents & Liability Insurance

Offer your tenants a complete package and reduce deposit disputes for your landlords.

# Clients

Charles  
David  
Casson



PRIME LIVING

