

10-Year-Old FCA BFSI IFPRU Firm





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The company has been primarily into BFSI lead generation business, fully authorised by FCA for credit lending related activities.

It has operating in the UK over a decade now and working with top UK lead sellers, IFAs, leading mortgage networks and bands related to later life lending products.

The company generates leads related to protection insurance, PMI, Income protection, mortgage, bridging loan etc

Previously it was regulated by OFT (Office of Fair Trading) and MoJ (Ministry of Justice) as well, before FCA took over.

Key assets

1. FCA full authorisation, license for credit lending activities. Fully compliant with ICO as well.

2. 400k+ users' who used our services to purchase one of the BFSI products and has high lifetime value (LTV min. average ~ £3k including recommendation, switch or upgrade, new product enquiry) if nurtured & serviced in-house, using our automated lead nurturing platform iLDS.

3. 10+ customer facing websites with 800+ customized landing pages, micro templates, advertising materials & digital assets.

4. High spend (£1.5 million+) Google & Bing active accounts with all performance history that goes back to 2011. Monthly credit billing up to £100k, can be extended based on future spend. These high spend old accounts provide competitive advantage on low cost new customer acquisition cost cause of it huge performance history, over new accounts.

5. Our in-house data management and analytics platform, iLDS (Integrated lead distribution system) manages all buyers' integration, demand-supply, marketing performance, sales pipeline, prospects & GDPR compliance, follow-up, departmental performance etc on a daily basis. Its user access control restricted and employees can check their departmental performance (financials – projection vs delivery) on real time basis to improve on performance on a daily basis.

6. Codebase and IP - Tech Stack: Angular, ASP.NET Core, django, AWS, DynamoDB, SQL, Flutter, Twilio

TARGET PRICE

GBP 1,000,000

GROSS REVENUE

450000

EBITDA

TBA

BUSINESS TYPE

Financial Services

REASON FOR SELLING

Retirement

COUNTRY

United Kingdom

BUSINESS ID

L#20220264

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