

PRESS RELEASE

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Hypotheek.winkel enters into strategic partnership with Vortex

Hypotheek.winkel, the leading independent mortgage broker in Belgium with over €1 billion in mediated mortgages in 2019, has today completed its search for a complimentary business partner. Vortex Capital Partners acquires a majority stake together with the management, while the other shares remain in the hands of its founders.

Hypotheek.winkel helps home buyers to arrange the entire process from identifying the most suitable mortgage to getting the mortgage and the required insurances in place. For its clients, Hypotheek.winkel compares mortgage credit offerings of over 25 credit providers. Tailor-made advice is provided through an entrepreneurial franchise network with over 90 locations in Flanders. Home buyers are able to inquire personal advice through video conference as well as through visiting a hypotheek.winkel location.

"This partnership fits the ambitious growth strategy of hypotheek.winkel", says David Geerts, hypotheek.winkel's new CEO. Geerts successfully established multiple hypotheek.winkel locations from 2013 onwards and became part of the management committee in 2019.

Geerts: "We were looking for a partner who understands the strength of our click & mortar business model and can provide support where necessary. Vortex has a lot of experience with fast growing companies as well as with IT and digitization. In order to serve our customers well, now and in the future, hypotheek.winkel will continue to invest in the click & mortar distribution model. We will also continue to support our entrepreneurial network with expertise and automation so that they can realize their full potential."

Vortex Capital Partners is an investment fund that focuses on fast-growing SMEs with their headquarters in the Benelux. Vortex has 15 companies in portfolio.

Joost Moerland of Vortex: "We are impressed with how the founders have expanded hypotheek.winkel in Flanders into a well-established formula in almost 20 years. Striking is the extremely high customer satisfaction as well as the impressive growth that the company has experienced together with the network. We are looking forward to supporting hypotheek.winkel with their growth ambitions in Belgium."

Corporate finance consultant VD&P from Ghent guided the shareholders of hypotheek.winkel in their search for a strategic partner.

More info

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