

Pro-Plan Interaktiv A/S becomes a part of Esoft

Pro-Plan Interaktiv A/S will per July 6th become a part of Esoft, thereby establishing one of the strongest teams of real estate photographers in the Nordics. The addition of Pro-Plan strengthens Esoft's position as the leading Nordic provider of digital marketing solutions for the real estate industry.

Esoft will on July 6th acquire the majority shareholding in Pro-Plan Interaktiv A/S ('Pro-Plan), which provides photos, video, and floor plans for a wide range of Danish real estate agents.

Thereby two of the largest and most experienced suppliers to the real estate agencies join forces with the ambition to jointly create a Nordic market leader within digital marketing solutions for the real estate industry.

"With Esoft as a new owner, Pro-Plan can guarantee our customers the newest and most innovative products on the market, and this was essential in our choice of our new owner. Together with Esoft we can offer real estate agencies a strong and complete product portfolio that no-one else in the Danish market can match," says founder and CEO of Pro Plan, Michael Petersen, who calls the match with Esoft perfect:

"During the entire sales process the considerations for our employees, our values, and our customers have been an important parameter for us, and here Esoft is a perfect match in all regards."

Business as usual

As part of the transaction Michael Petersen will step into the management team in Esoft Denmark. Otherwise, there will be no impact short-term for Pro-Plan's employees and customers says Michael Petersen.

"It will be business as usual. After the summer holidays, we will begin a strategic process to identify and take advantage of the possibilities there undoubtedly will be as a result of us joining forces," says Michael Petersen.

He founded Pro-Plan in 1996, and from the headquarter in Jels the company's approx. 50 employees today service more than 300 real estate agents with creating real estate presentations and floor plans.

"We have built Pro-Plan on teamwork, team spirit, supporting your colleagues, and being close to our customers. I look forward to bringing this culture with me to Esoft," says Michael Petersen.

Denmark's most competent team of real estate photographers

At Esoft the CEO for Esoft Systems, Ian Holmgaard, also sees several commonalities between the two companies, both in the market approach and the company culture.

“Having a close presence to our customers and team spirit are two core values for both companies, and with the addition of Pro-Plan we will establish the largest and most competent team of real estate photographers in Denmark, while simultaneously ensuring an improved service offering in the form of the quickest delivery times in the industry and the absolute widest product and service offering,” says Ian Holmgaard.

With the acquisition of Pro-Plan, Esoft will have more than 100 in-house photographers at their disposal.

The beginning of an ambitious journey

Since their foundation in 2000, Esoft has developed into an internationally based company that is present in over 20 markets on 4 continents and employs approx. 850 employees globally.

Esoft received a new majority owner on June 1st, 2022, in the form of the private equity fund Polaris. Partnering with Polaris, Esoft has embarked on an ambitious growth strategy, which includes additional global expansion and an even stronger Nordic market position.

“The acquisition of Pro-Plan is just step two of the plan that we have been working on since autumn last year. With the merger of the two companies, we show that we have both the strength and the determination to build out our position as the undisputed Nordic leader in our industry,” says Ian Holmgaard.

The parties have agreed not to disclose the sales price

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ABOUT ESOF

Esoft was founded in the year 2000 by René Dines Hermand and is today a market-leading supplier of photos, video, texts, and marketing solutions for the real estate industry. The headquarter is in Odense with offices in Sweden, Dubai and Vietnam. Globally, Esoft employs approximately 850 people worldwide. See more at www.esoft.com

ABOUT PRO-PLAN INTERAKTIV A/S

Michael Petersen founded Pro-Plan Interaktiv A/S in 1996, and since the beginning innovation has played a key role in the company’s success. It all began with floor plans, but quickly expanded into photography products that have since been a part of the company’s repertoire. Pro-Plan has been elected a Gazelle-company by the Danish financial newspaper Børsen four times: 2014, 2015, 2019 and 2020.