



# Leadhome launches online bond origination service

Hybrid real estate agency Leadhome has announced the launch of Bondspark, a free, online bond origination business. Bondspark evolved into a stand-alone business after Leadhome identified the need for a more progressive bond origination service through its client base. Bondspark allows its clients to get a comparative quote on a home loan by applying on behalf of their clients through their online application.



Marcél du Toit, CEO and founder, Leadhome

Says CEO and founder Marcél du Toit: “Bondspark is part of Leadhome's vision to disrupt the traditional real estate industry. What started as a small department within Leadhome that helped clients apply for home loans soon became a prominent business on its own, hence why we decided to spin the business out as a separate brand and target the whole market.”



Romy Zwiers, head of marketing, Bondspark

Acknowledging that time to market is crucial, Du Toit says that within seven months Bondspark's offering and website were ready. He says that timing is everything when disrupting and like Netflix CEO, Reed Hastings says: “Companies rarely die from moving too fast, but they frequently die from moving too slowly.”

Romy Zwiers, previously Leadhome's head of marketing, has been appointed to build the Bondspark brand. With ten years of experience focusing on brand, communication, and digital strategy for both blue-chip and startup brands, Zwiers says she is excited about this new level of disruption: “I am passionate about brands that answer client's real problems and challenge the status quo. Bondspark represents what financial services could be if it were more aligned towards the client and I am looking forward to growing the Bondspark brand as the company evolves.”