G2M Group to rebrand to Habodel Group

- *Alongside the rebrand, a further investment from funds advised by Revcap simplifies the group's capital structure and governance and positions the platform for its next stage of growth*
- *Habodel Capital will represent the investment activities of the group, with a current portfolio of c.1,700 residential properties in the UK*
- *Theresa Spencer steps into the role of CEO of Habodel Property Services, the Group's residential management arm and Paul Morton becomes Non-Executive Chairman and establishes a new, independent residential investment platform under the G2M name*

22nd September 2026 – G2M Group, the residential investment and operating platform founded in 2012, announces its rebranding to Habodel Group, alongside further investment from funds advised by Revcap that provide a simplified ownership structure and unified governance which support the platform's next phase of growth.

Habodel Group brings together Habodel Capital, Habodel Property Services and the resident facing "Habodel" brand, creating a clear, shared identity across its investment and operational capabilities. Habodel Capital is the focus of the platform's investment activities and has aggregated a portfolio of approximately 1,700 homes across more than 130 local authorities in the UK. Habodel Property Services specialises in acquiring, improving and managing residential assets for both Habodel Capital and third-party mandates. Its experienced team of over 35 employees provides a comprehensive range of acquisition, property, capex and investment management services.

Alongside the rebranding, funds advised by Revcap have acquired all non-Revcap interests in Habodel Capital and a majority interest in Habodel Property Services, with original founders Paul Morton and Steve Gardner retaining minority interests in this entity.

Theresa Spencer will become Chief Executive Officer of Habodel Property Services. Theresa, who joined as Chief Operating Officer in 2023, will be responsible for the growth of Habodel as it continues to expand its footprint in the residential sector.

Steve Gardner will lead the group's acquisition activities as Chief Investment Officer, working closely with Theresa to deliver Habodel's future growth plans.

Having completed the origination and initial build-out of the platform, Paul Morton will step into the role of Non-Executive Chairman of Habodel Property Services.

The common ownership and connection between Habodel Capital and Habodel Property Services provides investment expertise combined with end-to-end property execution, creating an integrated single-family rental platform powered by proprietary technology, data and real world operating insight.

Separately, Paul Morton has launched a new independent residential platform which will operate under the G2M brand going forwards. The business will build on Paul's experience in the sector and seeks to develop differentiated residential investment strategies for institutional and other long-term capital partners. The new platform expects to partner with Habodel Property Services as operating partner in the future.

Theresa Spencer said: *"Since joining the business in 2023, it has been a real privilege to help grow the platform to where it is today, managing approximately 1,700 homes. Demand for single-family rental remains very strong, and our robust operating model and technology platform position us well to scale our activities efficiently across what is inherently a highly granular asset class. With the excellent team we have built, I believe we are ideally placed to enter our next phase of growth and continue building on the strong foundations established by Paul and Steve."*

Paul Morton said: *"We have spent more than a decade building G2M Group and understanding where value is created in the existing market and what it takes to aggregate and operate individual homes at institutional scale. The new G2M will combine my learnings and insights with new technology to create a focused investment strategy, and I'm looking forward to working closely with Habodel as a specialist operating partner as that strategy develops."*

Steve Gardner said: *"Since founding the business in 2012, we have built a platform that can do something the wider market has found difficult: acquire existing rental homes at scale, one home at a time, and manage them properly. With a highly capable team and a simplified structure in place, Habodel's focus is on accelerating acquisitions; there is a deep pipeline of existing stock where the platform can add real value for residents and investors alike."*

Stephen Ward, Partner at Revcap, said: *"We are proud of the platform that has been built alongside Paul, Steve and Theresa and our further investment into Habodel shows our conviction in the team and strategy. We see a huge opportunity in the residential rental sector, especially for existing housing stock serving the lion's share of the population, where institutionalisation is largely untapped. Under Theresa and Steve's leadership, we have a platform capable of providing the full suite of residential acquisition and management services supporting our ambition to grow Habodel Group into one of the UK's leading residential investment and management platforms."*

ENDS

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Notes to editors

About Habodel Group

Habodel Group specialises in acquiring, improving and managing existing homes, combining institutional capital with local knowledge, real world data insights and deep operational expertise. Its focus is on creating quality rental homes for sustainable long term occupancy, while building lasting economic and social value through responsible ownership and management. Headquartered in Doncaster, the Group has built a UK-wide capability and manages approximately 1,700 predominantly single-family homes, bringing acquisition, refurbishment and day-to-day property management together under one roof.

Habodelgroup.co.uk

About Revcap

Revcap is a leading European real assets investment manager. We partner with proven local operators through three principal investment lines: Value Add Investments, Real Estate Platforms and Income Strategies, and our experience extends across all major property segments, real estate related infrastructure and captive real asset operating platforms. Founded in 2004, the business has a team of over 50 professionals across Europe and is headquartered in London with offices in Paris, Frankfurt, Stockholm, Madrid, and Luxembourg.

Revcap.co.uk

About G2M

G2M is a newly established independent residential investment business founded and led by Paul Morton. It draws on its founder's experience of co-founding the original G2M Group and building its portfolio and operating platform while developing differentiated investment strategies for institutional capital in the UK residential market.

Its platform includes G2M Gateway, a proprietary residential investment and underwriting technology combining market data, property-level analysis, origination, underwriting and portfolio intelligence.

g2mgroup.co.uk