

# Better.com acquires fractional homeownership capabilities ahead of SPAC

Article

**The news:** The US-based digital mortgage lender bought UK fintech Property Partners to further facilitate home buying, [per](#) TechCrunch.

**What do they do?** [Better.com](#) offers proprietary mortgages via a fully digital loan process and access to title and homeowners insurance. [Property Partners](#) lets users buy shares in UK property portfolios best suited to their investment goals and earn rental income.

### Why buy Property Partners?

**Expand to a new market to entice investors ahead of its SPAC.**

- Better.com will go [public](#) later this year via a **\$77 billion SPAC**.
- But public market performance among proptechs has been [lackluster](#): In the past year, both Rocket Companies' and loanDepot's IPOs listed below their target price range.
- As a result, Better.com is likely ramping up acquisitions to accelerate growth and enhance its value proposition ahead of its own listing.
- In July, it expanded its reach to the UK by acquiring digital mortgage broker Trussle, and Property Partners improves its chances of success here: **The fintech has 9,000 UK customers with £140 million (\$179.5 million) in AUM.**

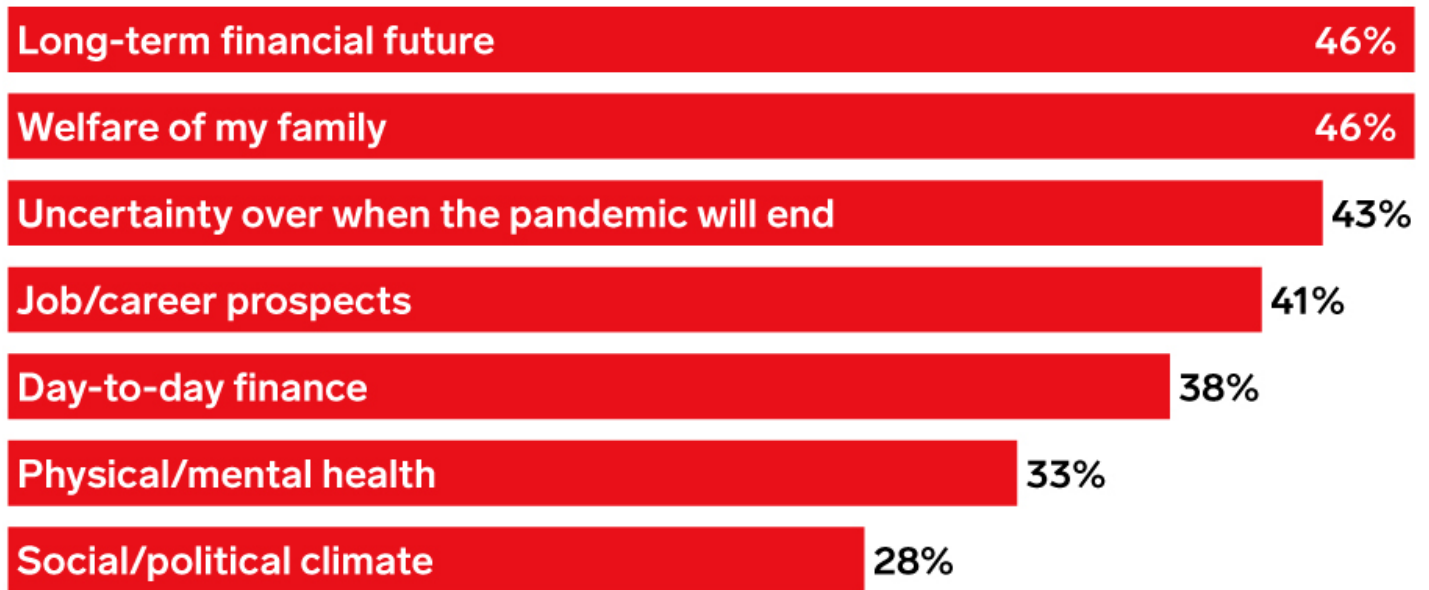
**Take a stake in the next homebuying innovation.**

- **47.9%** of US millennials owned homes in 2020, trailing behind Gen X at 69% and baby boomers at 77.8%.
- This is due to rising house prices and stagnant wages, **with 70% of millennials saying they can't afford to buy a house.**
- Property Partners' fractional homeownership can help millennials boost their finances with real estate investing by buying a percentage of a home rather than budgeting for the entire property.
- Better.com plans to bring the UK solution to its US operations, helping it tap into the underserved millennial market—which is now the [biggest](#) generation in the US—to boost income.
- Such solutions are picking up steam: [Pacaso](#), which sells homes starting from one-eighth ownership, **reached a \$1 billion valuation in March less than a year after launch.** And in

Germany, financial institutions are testing the use of **blockchain** to divide real estate assets into digital tokens that represent a percentage of ownership.

## Factors that Contribute to Stress According to Millennial\* Adults Worldwide, Feb 2021

*% of respondents*



*Note: among respondents who feel stressed currently; \*born during 1983-1994  
Source: Deloitte, "The Deloitte Global 2021 Millennial and Gen Z Survey: A call for accountability and action," June 15, 2021*

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