# Emoov marks a year of revitalisation under family-led strategy and digital expansion



The Emoov brand is marking a successful first year under its new ownership after Griffin Property Co rebranded as Emoov in August 2024. This transformation shifted the family-run agency into a prominent player in the UK online estate agency market, led by managing director Nick Neale, who brings 25 years of property sector experience. Over the past year, Emoov has strengthened its presence in major cities including London, Manchester, Birmingham, Leeds, Liverpool, and Glasgow, while planning further expansion in digital tools and customer support.

Nick Neale has emphasised that the business’s success stems from maintaining family control, avoiding reliance on external investors or call centres. “By keeping control within the family, we make every decision with our customers in mind,” he said, highlighting the company’s commitment to modern, efficient service combined with personalised customer focus. This approach aims to build enduring client relationships amid the competitive online estate agency market.

The Emoov brand has a complex history. Originally founded in 2010 by Russell Quirk as a digital pioneer in property sales, the agency claimed to have sold 4,500 properties worth about £1 billion by 2015. In 2018, Emoov expanded by acquiring Sarah Beeny’s online sales platform Tepilo and the lettings website urban.co.uk, with backing from investors including Channel 4 and Northern & Shell. Despite this, financial troubles led to Emoov entering administration in late 2018 after a controversial crowdfunding attempt and running out of funds.

After being acquired by the digital company Mashroom, Emoov operated at a lower profile before the Griffin Property Co acquisition and subsequent rebranding revived the brand with a new focus. Griffin, which originated as a traditional high-street estate agent in 2000 before transitioning online, has aimed to offer a credible, cost-effective alternative to traditional estate agencies under the Emoov name.

The rebranding included launching a refreshed website designed to enhance the user experience for buyers and sellers across the UK, with features like an intuitive layout, advanced search capabilities, and tailored resources. According to statements from Neale and company communications, Emoov’s strategy leverages the brand equity and technological assets inherited from its previous owners, while firmly reasserting family business values and customer-centric innovation.

The company claims that this blend of heritage and modernisation has enabled Emoov to compete successfully in major UK property markets, combining extensive industry expertise with digital efficiency. The focus going forward remains on expanding digital tools and improving customer support to sustain growth.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/09/new-emoov-owners-mark-successful-first-year/), [[4]](https://old.estateagenttoday.co.uk/breaking-news/2024/8/tiny-family-run-agency-rebrands-as-once-powerful-emoov), [[2]](https://thenegotiator.co.uk/news/agencies-people-news/hybrid-estate-agency-emoov-on-the-move-again/)
* Paragraph 2 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/09/new-emoov-owners-mark-successful-first-year/), [[2]](https://thenegotiator.co.uk/news/agencies-people-news/hybrid-estate-agency-emoov-on-the-move-again/), [[4]](https://old.estateagenttoday.co.uk/breaking-news/2024/8/tiny-family-run-agency-rebrands-as-once-powerful-emoov)
* Paragraph 3 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/09/new-emoov-owners-mark-successful-first-year/)
* Paragraph 4 – [[1]](https://www.lettingagenttoday.co.uk/breaking-news/2025/09/new-emoov-owners-mark-successful-first-year/), [[3]](https://emoov.co.uk/about-us/)
* Paragraph 5 – [[5]](https://www.businesscheshire.co.uk/2024/08/07/griffin-property-co-rebrands-to-emoov-launches-new-website/), [[6]](https://www.businesslondonpress.com/property/emoov-emerges-from-griffin-property-co-with-a-fresh-brand/), [[7]](https://www.businessmanchester.co.uk/2024/08/07/griffin-property-co-transforms-into-emoov-online-estate-agency/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.lettingagenttoday.co.uk/breaking-news/2025/09/new-emoov-owners-mark-successful-first-year/> - Please view link - unable to able to access data
2. <https://thenegotiator.co.uk/news/agencies-people-news/hybrid-estate-agency-emoov-on-the-move-again/> - In August 2024, Griffin Property Co rebranded as Emoov after acquiring the brand and its technology from Mashroom. The family-run agency aims to expand its market share by leveraging Emoov's brand equity and resources to enhance customer experience and innovation. Managing Director Nick Neale emphasized the commitment to providing a modern and efficient service while maintaining the company's family-oriented values. The rebranding reflects a dedication to building lasting relationships with clients in the competitive online estate agency market.
3. <https://emoov.co.uk/about-us/> - Emoov, formerly Griffin Residential, was founded in 2000 as a traditional high-street estate agent. In 2014, director Nick Neale shifted the company towards an online model, launching Griffin-Residential.co.uk and Griffinlettings.com. After rebranding to Griffin Property Co. in 2022, the company acquired the Emoov brand in August 2024. Emoov operates as a family business, focusing on providing a credible, cost-effective alternative to traditional estate agents with a modern approach and a wealth of experience in the industry.
4. <https://old.estateagenttoday.co.uk/breaking-news/2024/8/tiny-family-run-agency-rebrands-as-once-powerful-emoov> - In August 2024, Griffin Property Co, a family-run agency, rebranded as Emoov after acquiring the brand from Mashroom. The rebranding reflects a dedication to providing a modern and efficient service in the competitive online estate agency market. Managing Director Nick Neale emphasized the company's commitment to building lasting relationships with clients while maintaining family-oriented values. The rebranding aims to enhance the user experience and streamline the customer journey for buyers and sellers across the United Kingdom.
5. <https://www.businesscheshire.co.uk/2024/08/07/griffin-property-co-rebrands-to-emoov-launches-new-website/> - In August 2024, Griffin Property Co rebranded as Emoov, launching a new online platform designed to enhance user experience for buyers and sellers across the UK. The rebranding reflects a commitment to providing a modern and efficient service in the competitive online estate agency market. Managing Director Nick Neale emphasized the company's dedication to building lasting relationships with clients while maintaining family-oriented values. The new website offers an intuitive layout, advanced search capabilities, and resources tailored to users' needs.
6. <https://www.businesslondonpress.com/property/emoov-emerges-from-griffin-property-co-with-a-fresh-brand/> - In August 2024, Griffin Property Co rebranded as Emoov, unveiling a new online platform aimed at enhancing user experience for buyers and sellers across the UK. The rebranding reflects a dedication to providing a modern and efficient service in the competitive online estate agency market. Managing Director Nick Neale emphasized the company's commitment to building lasting relationships with clients while maintaining family-oriented values. The revamped website features an intuitive design, advanced search features, and resources tailored to users' needs.
7. <https://www.businessmanchester.co.uk/2024/08/07/griffin-property-co-transforms-into-emoov-online-estate-agency/> - In August 2024, Griffin Property Co rebranded as Emoov, launching a new online platform designed to enhance user experience for buyers and sellers across the UK. The rebranding reflects a commitment to providing a modern and efficient service in the competitive online estate agency market. Managing Director Nick Neale emphasized the company's dedication to building lasting relationships with clients while maintaining family-oriented values. The new website offers an intuitive layout, advanced search capabilities, and resources tailored to users' needs.