



Case Study - Finance & Accounting

Achieving 30% Revenue Growth While Maintaining Cost Efficiency

How RedFin achieved 30% revenue growth by building a high-performing offshore team in Iași, Romania



Learn more

Scan to watch RedFin's offshoring journey.



The Challenge

RedFin needed to improve operational efficiency.

Client service quality had to be enhanced to meet rising expectations.

All while maintaining cost-effectiveness in an increasingly competitive market.

- Increasing demand from clients to deliver greater value.
- Maintaining profitability while scaling operations in a competitive market.
- Concerns around communication, technical proficiency and alignment with UK accounting standards when considering offshore talent.
- Reducing administrative burden on senior staff to allow greater focus on client relationships and growth.

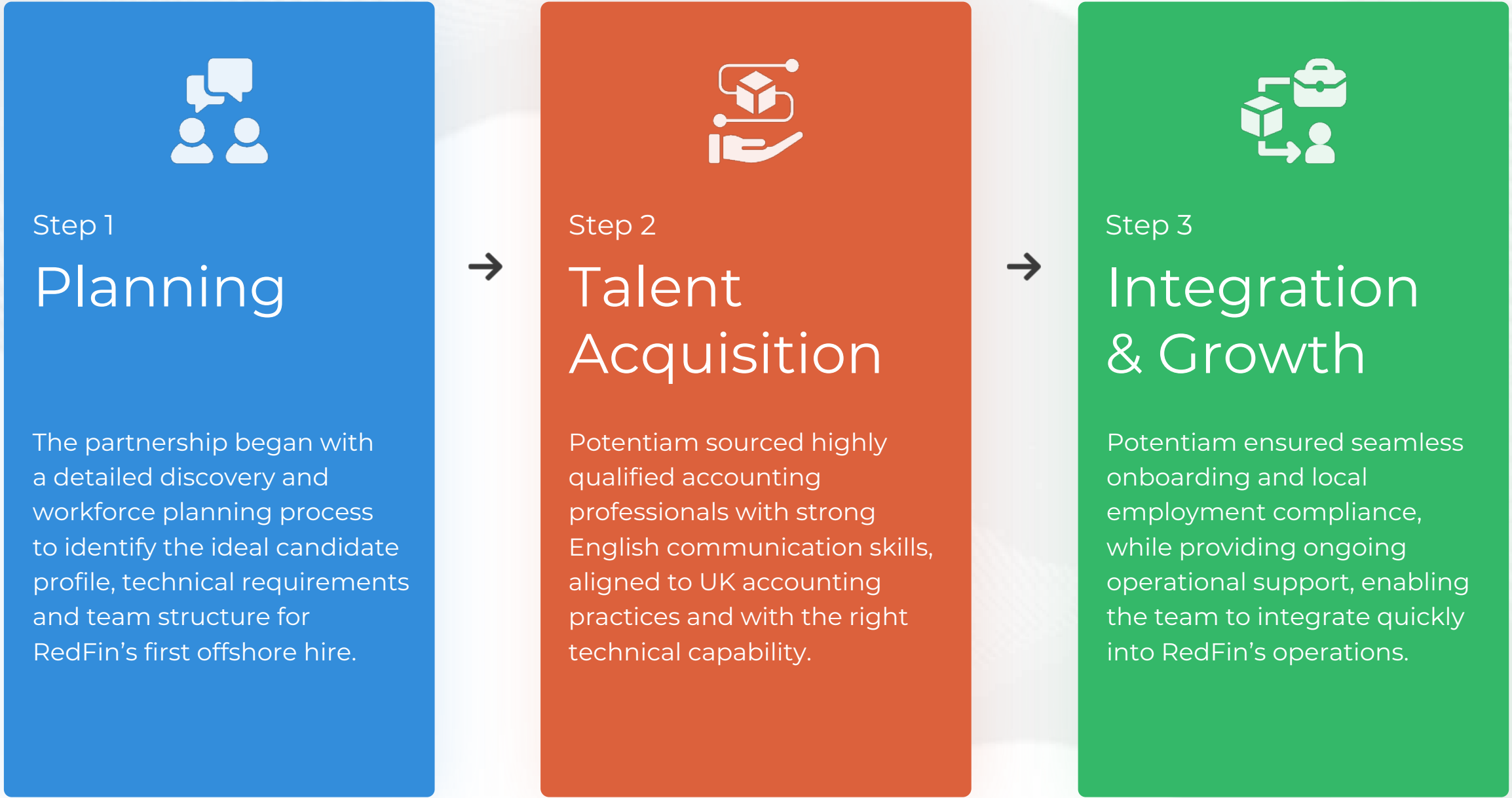
Why change was necessary

Without access to alternative talent markets, RedFin would have struggled to scale efficiently while maintaining high client service levels.



The Solution

Potentiam helped RedFin confidently build and integrate a high-performing offshore team in Romania, providing an end-to-end offshoring solution tailored to its operational needs.



Businesses would benefit from the quality of staff, their education, their qualifications and their work ethic, and obviously the financial benefits.”



Julian Davies
CEO, RedFin

The Results

Potentiam helped RedFin overcome initial offshoring concerns and successfully establish a scalable offshore team that delivered measurable commercial and operational impact.



30% revenue growth



Doubled staffing capacity without increasing cost



Improved productivity



Capacity

- RedFin doubled its staffing capacity without increasing costs.
- Senior staff able to focus on client relationships and growth initiatives.



Cost

- Achieved significant cost efficiencies while maintaining high service standards.



Efficiency

- Team transitioned quickly into direct client work, significantly boosting productivity.



Implementation

- Seamless integration with RedFin's workflows and operations.
- No greater oversight required than locally based employees.

“The biggest advantage we've gained from offshoring is that we can get twice the number of staff for the same cost.”



Julian Davies
CEO, RedFin

Why It Worked

Potentiam helped RedFin build an operating model designed to increase capacity and support long-term growth.

Strategic guidance

Potentiam worked closely with RedFin to design a scalable offshore model aligned to the company's operational goals, culture and client delivery standards.

Strong talent

Access to skilled accounting professionals with strong technical expertise and qualifications aligned to UK accounting standards.

Seamless setup

A structured plan covering onboarding, compliance, IT and operational support enabled the offshore team to become productive quickly.

Embedded model

Teams operated as an extension of RedFin's business, fully integrated into internal processes, systems and company culture.

Ongoing support

Continuous HR support and operational assistance ensured strong employee engagement, team stability and long-term performance.



Learn More About Potentiam

At Potentiam, we help businesses access world-class talent and build high-performing offshore and nearshore teams.

Founded by entrepreneurs who built, scaled and successfully exited a global data business using this exact model, our partnership model is built on proven experience and exists to help others achieve the same success.

We're your strategic growth partner, offering access to world-class global talent at significantly lower costs, supported by in-country services. Through our advisory approach, we enable organisations to scale efficiently by building office-based near- and offshore teams that operate as a true extension of your organisation, seamlessly integrated into your systems, standards and culture.

Build your own offshore capability.

Book a free consultation with Potentiam.

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