

Mayfair in talks about £100m Trusted Housesitters deal

The private equity firm which has backed Ovo Energy and the maternity wear chain Seraphine is in advanced talks to acquire a big stake in Trusted Housesitters, the pet-sitting business.

Sky News has learnt Mayfair Equity Partners has entered exclusive negotiations to become a major shareholder in the company, which was founded in 2010 by Andy Peck and Rachel Martin.

City sources said on Tuesday the deal would value the company at close to £100m.

Trusted Housesitters connects property-owners with people who are willing to look after their pets and homes while they are abroad.

It has more than 200,000 members in 140 countries, and is growing rapidly in international markets including the US.

Bidders including Mayfair are said to have been attracted to Trusted Housesitters' subscription funding model and international growth prospects.

The company's existing shareholders include Rockpool Investments, which became an investor in 2021.

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A spokesman for Trusted Housesitters, which employs about 70 people, said it had “plans to connect millions of pet parents and petsitters around the world”.

“Negotiations [about a deal] are ongoing.”

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Mayfair declined to comment.