

Burton Boy Set to Shake Up the Property Industry

Riccardo Iannucci-Dawson is starting a proptech revolution

Riccardo Iannucci-Dawson, born and bred in Burton on Trent is due to release a new property platform that is set to revolutionise the way we buy and sell new homes. Yourkeys, recently valued at £2m (having received backing from some very high profile investors) will, for the first time, allow buyers to purchase properties online from start to finish. Yourkeys is due to launch in September this year to some of the UK's biggest developers of new homes.

Born in Winhill, Burton-on-Trent, Riccardo attended Holy Rosary Primary School. It was during his time at Robert Sutton High School that Riccardo secured his first job at 15 years old as a bricklayer's labourer, this ignited his passion for architecture, design and the property industry. This drive to achieve led to his completing an architecture degree at the University of Birmingham in 2013, and then a master's degree at London Metropolitan University (2015), which he studied for whilst working full time at Gensler, the world's leading architecture and design firm. Most recently working as Head of Sales and Marketing at boutique property developer Shape Real Estate.

During his career Riccardo noted that 39% of all property sales fall through because of the outdated and frustrating practice of buying a home. Traditionally the process of buying and selling a property is incredibly fragmented and stressful, leading it to be voted the most stressful thing in modern life on Which's consumer survey for the last several years. Input from too many stakeholders and frequently it can feel like the sales process is out of your hands, not to mention the frequent delays at varying stages. Yourkeys puts an end to this and gives the reins back to the buyers and sellers

Riccardo and his experienced and highly energetic team have united key players from varying fields in the property industry including, JLL, BNP Paribas, MAB and the HBF to generate this innovative new technology. Each stage of the sales process is clearly explained in a concise timeline unique to each user. Yourkeys go above and beyond the typical online estate agents by offering assistance and control of every stage of the process, setting clear and realistic deadlines for all parties to follow. As well as selecting your conveyancer online, they even allow buyers to virtually visit and select the finishes in their new home. By generating real-time reports and notifications during the sales and conveyancing process and giving transparency, efficiency and consistency to the process, Yourkeys will enable a cost-effective, simplistic and efficient way to buy your new home.

Riccardo Iannucci-Dawson, Founder comments, "Property buyers now expect to use technology to make and track their purchase in the same way as they would use Amazon to buy goods or Uber to order a taxi. Being informed at every step and closely engaged in the journey. We wanted to change out-dated attitudes to the property industry and revolutionise it with modern people's attitudes and needs, whilst retaining the key knowledge and experience of some of the key players in our team. We already have some of the largest developers in the country on board and some very high profile investors backing us and we can't wait to watch the revolution unfold."

Yourkeys will be launching in September 2018 and one of the first properties launching on the platform - bringing it back to his roots is Burton's newest development, Victoria Mews by Make Homes.

Ends



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