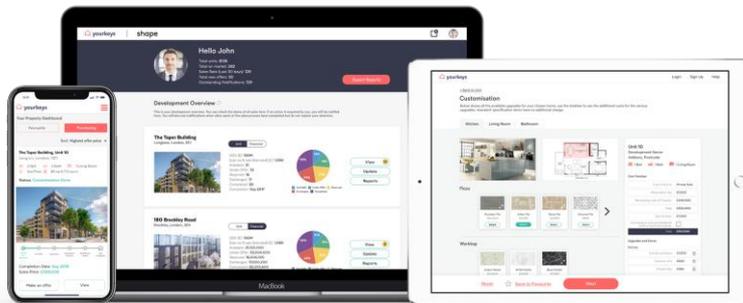


## A ripe shake up for the property industry

*Yourkeys is set to start a revolution*



New kids on the block, Yourkeys are set to shake up the property industry and revolutionise the way we buy and sell new-build homes. Transforming the antiquated process that has been in place for decades, they are giving the power back to house developers and their buyers, allowing them control, oversight, clarity and transparency at every stage of the process. A completely new online platform created by the experienced team at Yourkeys, will, for the first time, allow buyers to purchase their new homes online from start to finish from anywhere in the world. The platform clearly sets out the buying process for new homes in a clear linear timeline via your own private online dashboard. This means that house developers will have less reliance on estate agents to sell their properties.

The highly energetic team led by Riccardo Iannucci-Dawson and Craig Massey, have created and sold major tech platforms in the past. Their secret with this team, is that they 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. 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 in Which's consumer survey for the last several years. Input from too many stakeholders can frequently make it 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 reigns back to house developers and buyers.

Yourkeys goes above and beyond the typical online estate agents by offering assistance and control at every stage of the process. This involves setting clear and realistic deadlines for all parties to follow and generating real-time reports and notifications during the sales and conveyancing process. As well as selecting conveyancers online, they even allow buyers to virtually visit and select various upgrades and finishes for their new homes. Yourkeys will enable a cost-effective, simplistic and efficient way to buy new homes online.

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 outdated attitudes to the property industry and revolutionise it with modern people's attitudes and needs, whilst retaining the key knowledge and experience of the key players in our team. We already have a great selection of developers on board and investors backing us and we can't wait to watch the revolution unfold."

Yourkeys will be launching in September 2018 and the team will be demonstrating their software at the UK Construction Week exhibition at the NEC on 9<sup>th</sup>-11<sup>th</sup> October (Stand B62 next to the BMF Pavilion).

Ends

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