

MARAO FINETECH

SIMPLY PROPERTY

Meet the Team Behind Marao Finetech



Chad Yilmaz

Director / Technology Officer /
Operating Officer



Saad Karim Eddin

Chief Marketing Officer



Olouge Ekolle

Lead Technology Officer



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Board Chairman

Our Vision and Mission

1 Vision Statement

Our vision is to become the foremost data hub for real estate in the UK. We strive to create local opportunity, growth, and impact within the real estate sector.

2 Mission Statement

Our primary objective is to empower our customers and enhance their well-being by delivering unparalleled features and accessibility, setting us apart from competitors. Our strategy is to build a best-in-class analytics services and housing productivity service using artificial intelligence ("AI").

Issues Estate Agencies are facing in 2023

Market Conditions in 2023

Figure1:

Rightmove defends 17% fee hikes as estate agent says 'no option' but to pay

JUNE 7, 2023 | MARC DA SILVA

- **Rightmove's Fee Hike:** Rightmove's standard package, are being hit with an almost 17% increase in annual fees, taking the basic package to £1,385 per month.
- **Monopoly Concerns:** The article points to Rightmove's dominant position in the UK's online property listing landscape. Given its virtual monopoly, agents often find themselves at the mercy of any fee hikes Rightmove introduces, feeling obligated to comply even when they deem the rates excessive. (See Figure 2)

Figure 2:

"The cash cow that is Rightmove keeps moving forwards with it's outrageous annual increases, knowing that it has largely a monopoly on where the public look first for residential sales listings."

Figure 3:

Rightmove fee rises and attitude provoke huge anger from agents



A survey conducted by Estate Agent Today suggests there is huge anger from agencies against Rightmove in particular for its fees.

On Friday we asked agents to give details of their comparative portal fees; some gave these explicitly in the comments section of our story while others sent confidential emails.

SEARCH ARTICLES BY KEYWORD

LATEST FEATURES

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When it comes to plain t property world...

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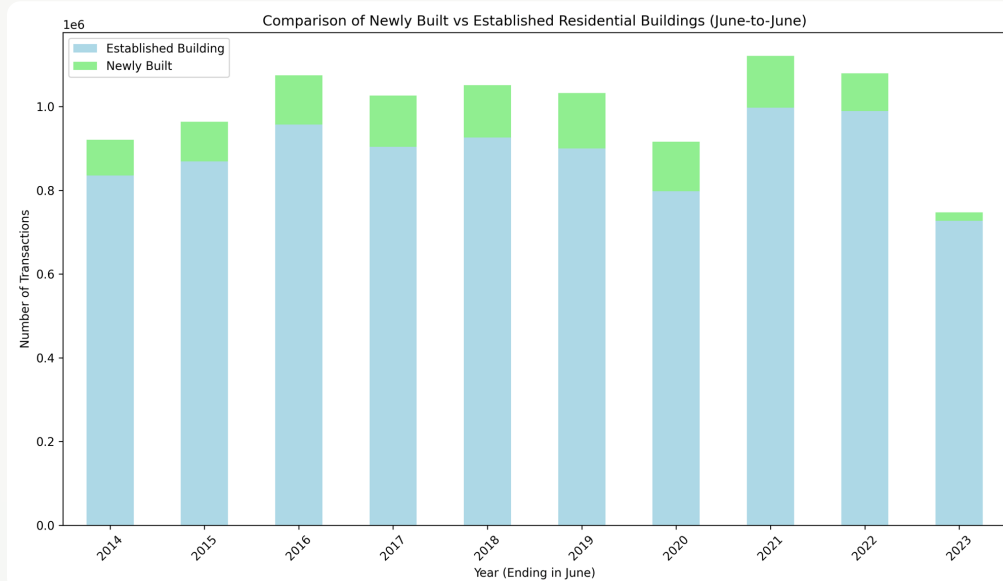
 **Why we need a reas Green Belt release**

Continuing Issues

Increased listing fees from platforms like RightMove and Zoopla leads to estate agents to adjust their pricing.
This impacts:

- **First-time buyers:** Higher entry costs, making homeownership harder.
- **Investors:** Higher initial costs, but a potential for a less crowded, more professional market.

Market Conditions



From the data presented, it's evident that the interest in new builds is waning in the UK, making them a rarity in 2023 sales. Although our model doesn't account for conversions and refurbishments, the downturn in new constructions presents fresh opportunities for investors operating a property rental model.

Our Role in Enhancing Efficiency

We believe that buying property should be streamlined and managed on a single platform. Today's scattered approach—juggling various service providers across multiple platforms—often leaves first-time buyers overwhelmed and investors stressed. Our client portal simplifies this, allowing users to effortlessly manage extensive property portfolios. Moreover, it's powered by advanced machine learning that evaluates both the collective performance of the portfolio and the potential of individual properties.

Our Business Model: Estate Agents

Free Listing

Our dedication to minimizing the financial burdens of Estate Agents forms the cornerstone of our business model. By ensuring a steady supply of properties, we aim to drive revenue primarily from Real Estate buyers.

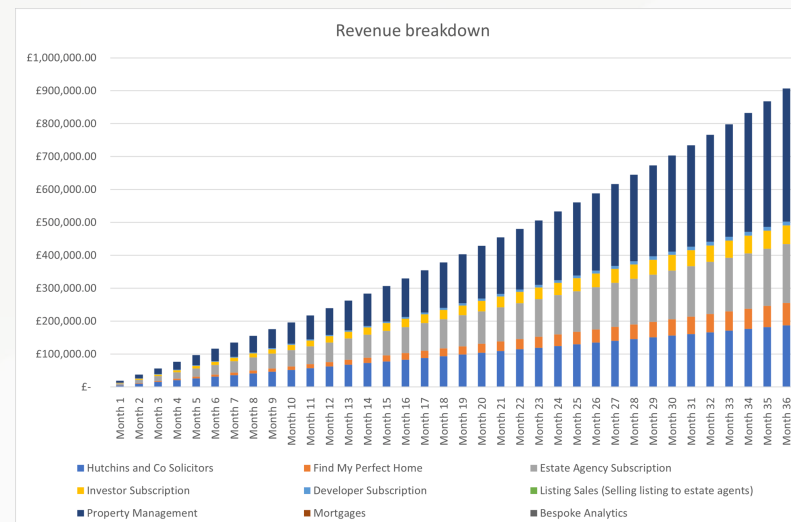
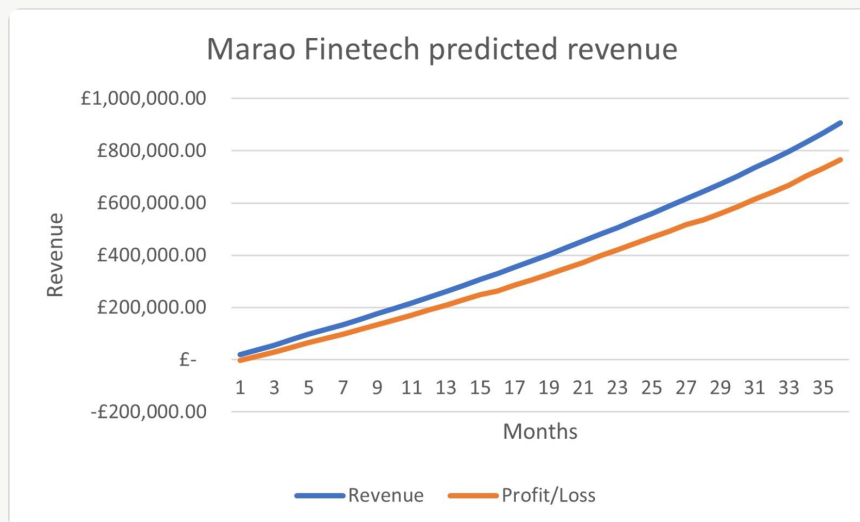
Fast Listing

Our collaboration with Hutchins and Co Solicitors enables us to navigate through the legal proceedings associated to buying a property with the upmost organisation and professionalism. Legal proceedings will begin as soon as the property is listed by estate agents with this feature.

Property Management Opportunities

Our exclusive client portal allows users to manage their entire property portfolio in one place. Unique features include direct interaction with property managers, a service specially designed for estate agencies. Centralizing all property services on one platform embodies our company's philosophy.

Financial Projection Over 3 Years



Key Observations:

- In its inaugural month, the platform incurs a loss of -£3,250.05, a typical occurrence for nascent businesses. But from the subsequent month, it shifts into profitability. Over the span of our three-year projection, annual profits witness a noteworthy ascent — from £1,107,625.17 in the first year to a robust £7,340,898.80 by the end of Year 3.



Other- Products/Services

- 1 Our 'Find My Perfect Home' feature employs an interactive questionnaire, gathering insights about your workplace, hobbies, and family dynamics. Utilizing advanced AI and ETL pipelines from various data sources, we then curate a list of at least 10 properties tailored precisely to your preferences.
- 2 We offer an Investor subscription for clients, granting them access to our portal specifically for investment properties. Within this subscription, clients benefit from filtered listings, curated from the entire database using advanced AI techniques.
- 3 We're collaborating with our legal partners to introduce a 'Fast Listing' feature. This innovation aims to expedite the legal services process to just 2-3 weeks, a significant improvement from the industry's standard timeline of 2-6 months.
- 4 In partnership with our mortgage brokerage allies, home-me, we cater to clients needing mortgage services. Clients can effortlessly access their mortgage in principle upon request through our automated system.
- 5 Our platform allows Estate Agencies to directly manage client properties, centralizing property data under Marao Finetech. With this and our suite of features, the data we gather is poised to become instrumental for AI models across the UK.

Contact Us

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If you have any questions or would like to learn more about our services, please don't hesitate to reach out to us.