



# Marao Finetech

We are a UK-based start-up company dedicated to providing innovative solutions to our clients in the real estate market. Our mission is to improve efficiency through the use of AI & technology, and we are committed to doing this with integrity, respect, and excellence.

# About Us

## Who We Are

Founded in 2022 in London, we started as a small team of developers with a vision for the future of the real estate market. Since then, we have slowly grown and are looking to launch our beta product in the first quarter of 2024.

## What We Do

Marao Finetech is using innovative technology to create a hub for customers. Our aim is to make it clearer, easier, and cheaper to buy, invest in, and develop within the UK market.

## Why Choose Us

Our vision is to make property purchasing and development easier for every person and organisation in the United Kingdom. We strive to create local opportunity, growth, and impact within the real estate sector.

# Our Mission and Values

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## Mission Statement

Marao Finetech is dedicated to becoming the foremost data hub for real estate in the UK, actively contributing to urban planning initiatives. Our primary objective is to empower our customers and enhance their well-being by delivering unparalleled features and accessibility, setting us apart from competitors.

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## Vision Statement

Our vision is to make property purchasing and development easier for every person and organisation in the United Kingdom. We strive to create local opportunity, growth and impact within the real estate sector. Our strategy is to build a best-in-class analytics services and housing productivity service using artificial intelligence ("AI").

# Our Team



Chad Yilmaz

Director / Technology  
Officer / Operating  
Officer

As Founder of Marao Finetech, Chad came to identify the current problems with the UK real estate market as someone who actively involved in property buying and quickly realised the inefficiency and lack of services provided within.

After months of obsession and extensive thought, he began to develop Marao Finetech in the early summer of 2022.

"My experience is limited, but my exposure over the last year has proven to me that we have a place in the market to not only share a slice but to take over because we believe we can do better."



Saad Karim Eddin

CMO

A young executive working within Marao Finetech on the development and execution of the organisation's marketing and advertising initiatives, to help Marao Finetech grow. He's currently in charge of the organization's overall strategy.

He will be in charge of developing and overseeing the company's marketing strategy, as well as assisting in the growth of the company's customer base, increasing sales, and making business decisions.



Derrick Emeka Randall

Board Chairman

A seasoned senior executive who has worked extensively with mobile operators across the world, spending much of his time working with operators in emerging markets.

His work has focused primarily on helping operators reduce churn, increase revenues, and drive usage through the adoption of innovative propositions.

Prior to his work in the telecoms space, Derrick held several senior commercial and management positions at a variety of companies, including TDK, Barclays, Michelin, and Frost & Sullivan.



# Our Products/Services

## 1 Phase 1

At launch, we will have services available for home buyers and Investors. With advice backed by data models for investors and find my perfect home feature for buyers.

Our 'Find My Perfect Home' feature will take several data entries as an interactive questionnaire. Taking into account workplace, hobbies, and children, we will filter out no less than 10 properties suitable for our clients using artificial intelligence and ETL pipelines from several data sources.

## 3 Our third product will be a B2C service where we will assist our clients in brokering a mortgage for them through our partners.

We will charge our client 1% of the total loan amount and receive a fee from the mortgage provider, which is approximately 0.5% of the loan. It is yet to be decided which brokerage will provide this service.

## 2 Our second product is a service we offer to enable a product to be bought and sold very quickly, which navigates the legal process as part of the process.

We are working closely with our legal partners to configure a 'Fast Listing' feature that will enable the legal services to be complete in 2–3 weeks, compared to the industry average of 2–6 months. We will also charge a 10% commission from our partners (Hutchins and Co.), with whom we will be working.

## 4 Our fourth product will be to offer to our clients a solution that enables them to manage property through our site in conjunction with the property managers that we have available. We will be outsourcing this work to estate agencies to begin with and then later allowing non-agent property managers to sign up.

We will charge the agencies 15% commission for this service, and their base rate would be 10% of the revenue generated from our clients. (To clarify, if rent is £1000 a month, then the property manager charges £100 a month for services, of which we will make £15 a month for simply providing the facility for them.)

# Our Clients/Customers





# How Do We Compare ?

Marao Finetech vs Competitors	Right Move	Zoopla	Property Data	One Dome	Property Filter	Marao Finetech
<b>Ease Of Use</b> Time is valuable, so accessibility to tools on website is available easier	✗	✗	✓	✓	✓	✓
<b>Transparent Pricing and packaging</b> Subscriptions are clear and easy to understand	✗	✗	✓	✓	✓	✓
<b>Free Listing</b> Allowing estate agent to list without fee's	✗	✗	✓	✗	✗	✓
<b>Legal services</b> Providing legal support within company to help cliental	✗	✗	✗	✓	✗	✓
<b>Management</b> Managing the property purchase in an efficient manner so that the client has the ease of simply picking the property and we will deal with everything else	✗	✗	✗	✗	✗	✓
<b>Analytical Tools and services</b> Use of AI and technology to make old methods efficient	✓	✗	✓	✗	✓	✓
<b>Mortgage Lending</b> In house mortgage lending service provided for our customers for efficiency	✗	✗	✗	✗	✓	✓

# 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.