

#### Creating New Pathways to Owning a Home





# The Problem: 'Generation Rent'

#### Lockout

A whole generation of young professionals & families are trapped in rent-land, excluded from owning their own home

#### Tenure

The decision as to how long they can stay lies with their landlord

### Saving

Rental payments are dead money rather than an investment for the future.





"The bank of mum and dad will help buyers to purchase property worth nearly £70bn this year."

The Bank of Mum and Dad is a symptom of Britain's broken housing market.

It goes far beyond millennials relying on their parents as more older borrowers look to family and friends for financial support.

Our reliance on 'BoMaD' funding is an increasingly skewed facet of the UK housing market. It's dependency, not generosity.

It's **socially divisive and it's creating a 'locked out' generation** of first-time buyers who aren't lucky enough to benefit from this kind of help.

It's also almost certainly **eroding older people's finances** when they need it to fund care and retirement – parents, grandparents, even friends are digging ever-deeper into their savings and pensions."

Nigel Wilson, Group Chief Executive, Legal & General, <u>BoMaD Report June 2019</u>







- If you can afford rent you can afford an equivalent mortgage payment
- <u>High rents & charges</u> and the other barriers to a mortgage make it all but impossible to escape rent-land:
- <u>'Affordability' & Saving a Deposit</u>
- Let's remove these barriers for as many people as possible.





## The unRent Mortgage Enabler

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# New Tools to Tackle Generation Rent



- **Crowdlending now** supported and FCA regulated (from June 2019)
- Affordability based on ability to pay an equivalent rent
- Low / no <u>deposit</u>
- Social <u>rate</u> also raising affordability based on social investment & liquidity
- Family & Friends support and participation encouraged & fully supported
- Interest-Only option available where affordability remains difficult.

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# Lists: Funding Programme



Encouraging specific <u>'home funding' pots</u> from those able to borrow at low rates:

- Governments / DwP
- Councils
- Housing Associations

Justified on savings and social benefits

Via list-based unRent application process.





- **Crowdlending** Established, FCA regulated partners **JustUs** & Moneybrain now have all necessary permissions
- **ethecal** Award-winning partners in channel to market
- unRent Will increasingly harness new technologies including AI & Blockchain



## Solution 1: unRent Mortgage Enabler

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#### How?

- Social fund means lower rates
- Affordability based on ability to pay, supported by fintech, Open banking data & Blockchain Smart-contracts
- This also means only a token deposit need be required.



Solution 1: unRent Mortgage Enabler

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#### How?

- Lenders get a fair return on a low risk property investment with none of the hassles of buy-to-let
- Can make an attractive institutional or pension investment
- Our secondary market partner is FCA regulated and able to provide liquidity a great advantage for investors over buy-to-let.





## Market

The **UK** market alone is colossal: **11.1 million mortgages worth more than £1.3 trillion.** 

House prices have risen 4.5% in the last 12 months (January 2018).

Interest on mortgage payments amounts to an average of £3.154 a year (£263/month)

Over £245 billion was borrowed for mortgages in 2016 alone.





## Milestones

- Raising Q3
- Launch Q3 / Q4 with Family & Friends focus via JustUs.co
- ...harnessing the BiPS token
- Expand via partnerships





## Why us?

- **Barry E. James**, Digital & Ecosystem Architect, serial Entrepreneur Chair British Blockchain & Frontier Technologies Association (bbfta),
- Kay Klug, Crowdfunding Expert, Halifax Mortgage Advisor for 6 years
- Jonathan James, Lead Developer, Token Intelligence & The Crowd Data Centre
- Lee Birkett, Founder Moneybrain.com & JustUs.co
- Chris Moss, Lawyer, Ex of Eversheds & Head of Corporate for JMW
- **Carri Nicholson**, MD / Co-Founder EPIC Regeneration Over a decades regional economic development experience
- Graham & Richard Hallewell, CPRAS & ethecal
- {Scott Craig.... and **Others** to be announced}

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### Partners

- JustUs Peer 2 Peer / Crowd Lending Platform & Secondary Market
- MoneyBrain BiPS
- ethecal
- With additional support from {Others to be announced)





## Coming Soon... Next Steps

- Seed funding the Ask
- Financials
- Crowdfund & Waiting List







#### • Join us - to stay in the loop

#### Or

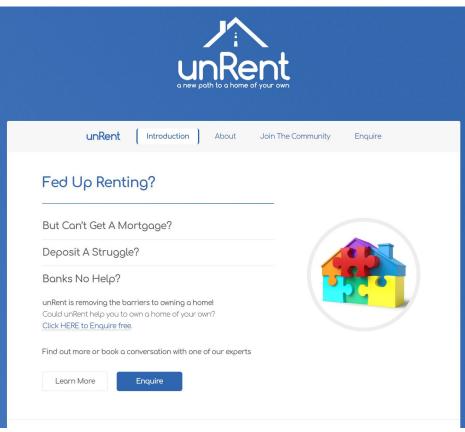
• Join the List - Enquire to be among the first to unRent at unRent.uk

#### Or email: contact@unRent.uk

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