



# Key for Realtors

Spring 2022

Proptech Trailblazer  
of the Year (2021)



**NATIONAL  
ASSOCIATION OF  
REALTORS®**

# It's Good Business to turn Renters into Co-Owners



Key is helping a generation stuck renting to get on the homeownership ladder by removing the two big blockers: Down Payment & Mortgage

- Forward Purchase Agreement
- Start with a 2.5% deposit and no mortgage
- Own what you own, rent what you don't

Realtors provide an innovative service to their investor clients, earn additional commissions, and encourage portfolio growth

*Key aligns investors & residents, turning financialization into shared opportunity.*



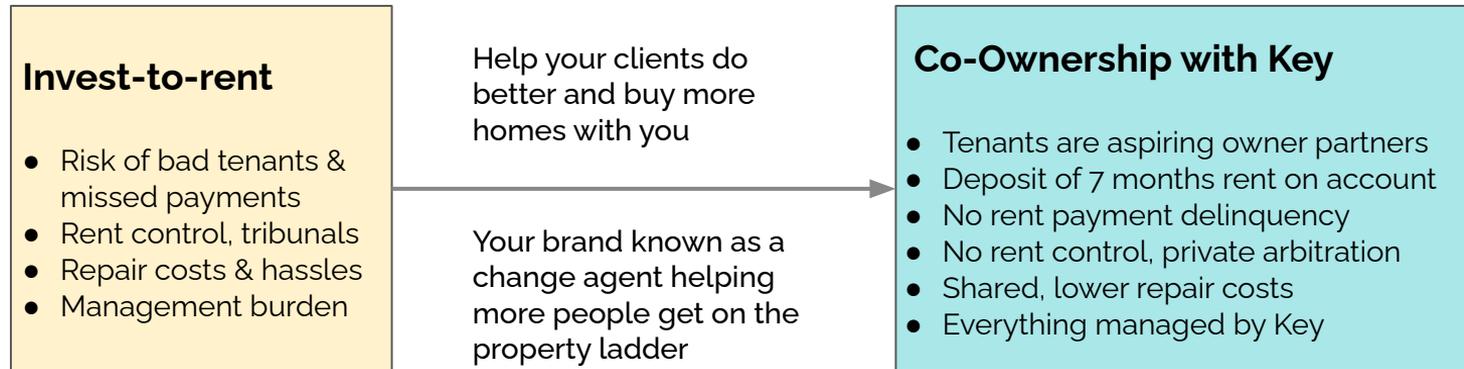
# Income Properties, Made Better with Key



Realtors make more money while providing a value-add to their clients

Clients get better tenants and higher income, with lower risk and less hassle

Co-Ownership turns the investment narrative into a force for good



# Key = Higher Returns, Lower Risk, Less Hassle



*Key offers a better way to own a portfolio of investment homes*



Private co-ownership arrangement with no rent control



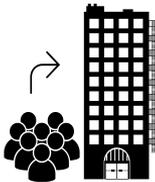
Better tenants think like owners, share in opex & keep expenses down



8-10%+ higher net operating income



Tech-enabled management, automated remittances, no risk of payment delinquency



Lower vacancy, lower turnover & lower cost of repairs at turnover



No-cost, tax-deferred capital from residents can be used to grow the portfolio

# Key is an Engine for your Business



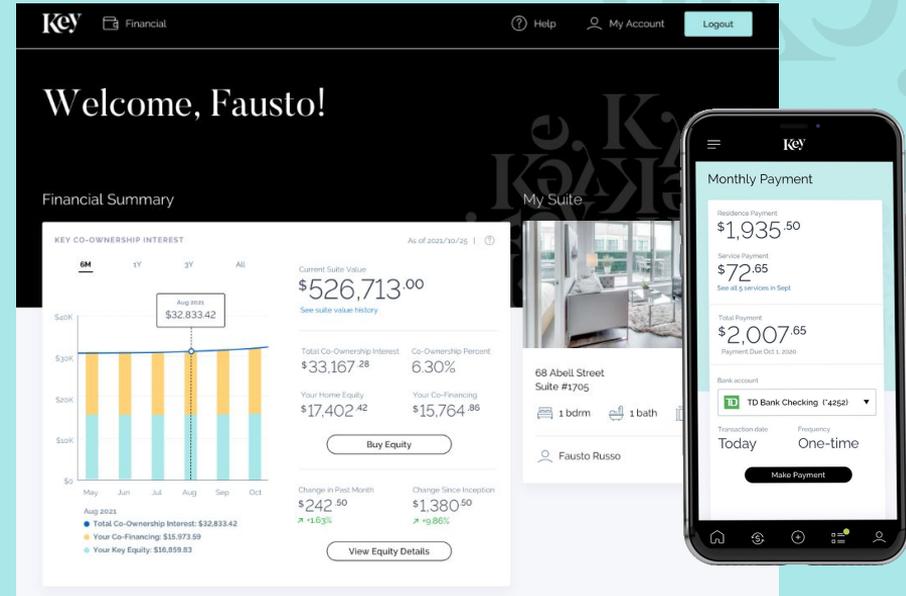
You make **thousands of \$\$** for a simple, value-add introduction!

And, incremental liquidity from Resident deposits will encourage the purchase of **more new investment properties** by your Client.

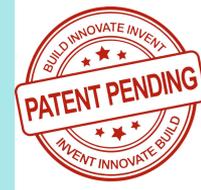
- 1** Client has a portfolio of rental properties  
Put the properties they plan to keep for a few years into Key's Co-Ownership program  
You get a referral fee from Client on the Resident's deposit, of **0.5% of home value**  
Example: **\$2,500** on \$500k property
- 2** Resident follows through on purchase of the property  
You get a **1% commission** on the sale of the home at the new FMV, with zero work  
Example: **\$6,000** on property now worth \$600k  
..... **or** .....
- 3** Resident moves out without closing on the purchase  
Your client may choose to liquidate the property upon turnover  
You're the natural choice to get the listing, and a referral to the resident as a new buyer

# Key's Market Traction

- Pivoted in 2020 from raising capital to buy buildings into a **pure technology & management platform** to service investor-owned real estate
- **Raised \$11 million** with an exceptional team of 20
- **US National Association of Realtors** invested in Key
- Operating since January 2021 with Residents in many Toronto condos with **100% retention & advocacy**
- **Rock-solid product** automating background checks & secure, high-value financial transactions
- Strong support from **all levels of government**
- **5,100-person waitlist** of aspiring Owner-Residents



Key has created the world's first all-digital, on-demand co-ownership platform. We're making homeowners out of software engineers, entrepreneurs, gig workers, teachers, nurses, and new Canadians, with \$60k to \$120k+ household income.



# Key is Attracting Significant, Positive Press

Key covered in 330 different media since launching press campaign November 2021

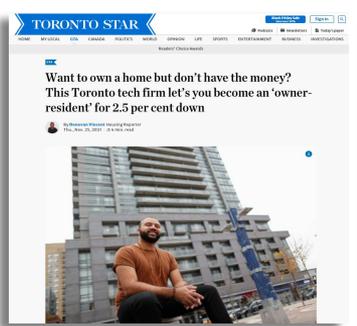
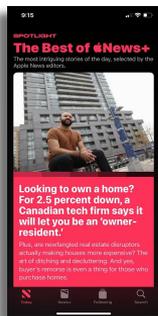
- Sentiment across all of Key's earned media is 95% positive, despite the inaccessibility of real estate being a highly polarizing topic



Tier 1 print and television media have reported on Key

- Some highlights include: The Globe and Mail, Reuters, BNN Bloomberg, The Toronto Star, CP24, and Global News
- Achieved 'best of Apple News' feature

***Demand is off the charts with 5,100 on Toronto waitlist***



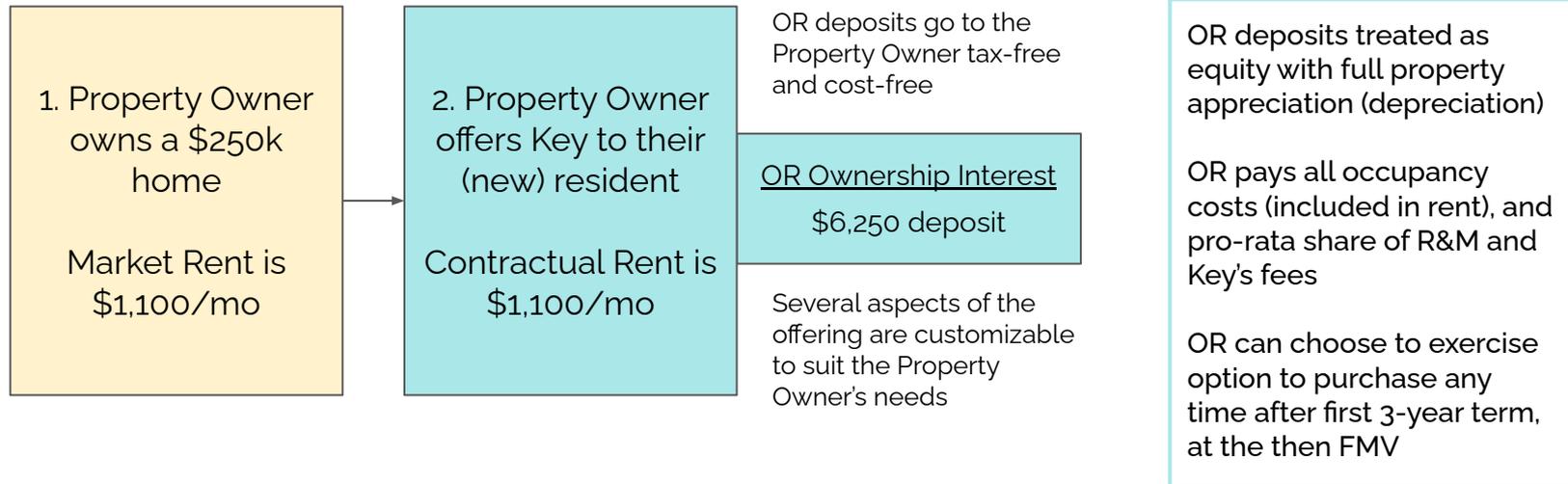


# APPENDIX

# How Co-Ownership Works

**Co-Owners share in equity appreciation & opex according to pro-rata ownership.**

Property Owner retains title, and the parties enter into an Owner-Resident (OR) Agreement that is a forward purchase contract with interim occupancy rights, not governed by residential tenancy acts. The OR starts with a minimum 2.5% deposit and makes additional deposits monthly at increased FMV.



# Research points to Demand for New Options

**ABACUS DATA**

60% 18-44 y.o., 20% immigrants, 20% racialized

## Hot Issue

Abacus recently polled 2,000 Canadians about their perceptions of homeownership accessibility & new options

- **86%** agree that homeownership accessibility is a problem in Canada
- **9 in 10** who don't own (37%) feel 'locked out' from conventional ownership

## Locked Out

Why do they feel unserved by conventional ownership?

- **76%** -> down payment
- **80%** -> restricts mobility & flexibility
- **21%** -> no 'regular' paycheque
- **14%** -> faith-based blockage from paying interest

## Co-Owning

What are the perceptions about shared equity or 'Co-Owning'?

- **20%** -> familiar with the concept, 37% have heard of it
- **9 in 10** -> it would help more Canadians get on the property ladder
- **70%** -> co-ownership is better than rent-to-own
- **68%** -> co-ownership should be included in affordable housing programs

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