

## Veteran Quits Retirement to Launch App to Fight Fees

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A new property app has been launched by a retired businessman who grew tired of paying estate agents, charging fees ranging from 1.5 per cent in the UK to six per cent in the USA. TipC (the iProperty Company pronounced tipsy) has just been developed by veteran financial services pioneer Brian Blake, 68 and Spanish property developer John Candia, 37. It is free to download, bans estate agents and anyone else can list as many properties as they like in about five minutes with a mobile phone, for free.

The app, which is approved for use on Apple (with Android, Windows and Blackberry to follow, soon) will allow builders, bankers, commercial property and home owners to post details of their properties. It will also allow house hunters to search for listed properties while standing on the kerb outside, or anywhere else, accessing photos, videos and details by using the unique reference number on the site or 'for sale' sign. They can then contact the vendor for a viewing or more information, using instant messaging, without the need to exchange any other personal details. Other features include an 'open house' facility to contact multiple interested parties and sophisticated search options including draw search on Google maps.

Blake sold his stake in Swinton Insurance prior to the internet revolution of financial services, travel and retail. He also pioneered the use of technology to develop Financial Options, which helped independent financial consultants to access products and comply with new laws and was later sold to Mysis. Frustrated by retirement he later built a hotel in the south pacific and planted a vinyard in Mallorca. He said:

'I recalled how financial services, travel and retail had been transformed by technology. I am convinced the TipC app has huge potential to create fabulous savings for vendors, purchasers and renters. Especially at the current time when the property market is so difficult.'

British-born chief executive John Candia is very excited about the launch of TipC. He said:

'Many people are facing negative equity in the wake of the economic crisis. Plus over 38 per cent of people\* in the UK think they get a poor value for money from Estate Agents despite spending an average of £4,000. The TipC app is so intuitive and user-friendly, it cannot be compared to other websites and apps that charge fees or are difficult to use. No-one else offers unlimited listings for free and excludes agents. This is also good news for property developers and banks with repossessed housing stock. We are launching in the UK but feel confident the app has global potential.'

The TipC app can be downloaded via Apple or at [www.tipc.com](http://www.tipc.com)

ENDS

NB: Notes for editors - \*Office of fair trading

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