



## Key Applauds Trudeau Government for its Budget 2022 commitments to Unlock Innovative Models for Accessible Homeownership

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TORONTO — Key, a Toronto-based real estate tech company with a mission to make real estate a source of prosperity and freedom for everyone, designed an innovative co-ownership model that helps people get on the property ladder decades faster. The first-of-its-kind model provides the opportunity to co-own a home to live in and build equity, with an initial small down payment of 2.5 percent of the home's value.

"We're pleased that Budget 2022 announced concrete funding, programs and high profile support for innovative forms of homeownership," said Rob Richards, Co-founder and CEO of Key. "We have been engaging the Federal Government for a couple of years and we appreciate their accessibility and openness to ideas from private sector players like Key. After today, we feel that we are one big step closer towards implementing innovative homeownership solutions at scale with the full support of the Canadian government."

By partnering with governments, property owners and investors to secure condominium suites in premiere buildings and soon, single-family homes and townhomes, Key aligns real estate investor capital with resident capital to supplement the cost of homeownership, making it more affordable. Investors in Key's technology platform include Plazacorp, Luge Capital, iNovia Capital, N49P Ventures, the US National Association of Realtors, Ryan Holmes, Red Jar Capital, Moderne Ventures, and more.

"Rising homeownership costs are forcing many aspiring owners to contemplate renting for decades to come," said Stephen Poloz, Chair of Key's Global Advisory Board and former Governor of the Bank of Canada. "Key enables them to convert that rental into a co-ownership model year sooner, and with less personal risk, than with a conventional mortgage. Key's innovative solution aligns the interests and capital of consumers, asset owners, and investors in a way that will bring down systemic housing market risk and create significant social value."

Key's patent-pending digital platform makes the experience of co-ownership seamless; to browse available suites, apply for co-ownership, make payments, manage equity, and more, all in one place.

"We have an access and affordability crisis when it comes to owning real estate in major cities," said Daniel Dubois, Co-founder, and President of Key. "We're excited to launch the world's first all-digital, on-demand homeownership platform to help people enjoy the financial and social benefits of homeownership. Key is more than a business, it is a movement to make an impact on people's lives and change the way they build their futures."

To learn more about Key, visit [lifatkey.com](https://lifatkey.com)

**About Key**

Key is a Toronto-based real estate technology company founded in 2018. Key has developed the world's first all-digital, on-demand homeownership platform. With Key's patent-pending model, aspiring renters can become homeowners many years sooner. The model is enabled by property owners, investors, and institutional debt fully capitalizing the real estate and allowing owner-residents to contribute as little as 2.5% of the value of their condo suite, without needing to qualify for a mortgage. To learn more, visit [lfeatkey.com](https://lfeatkey.com)

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