

AdvancetoGO represents Scotland in the finals of two national awards

Edinburgh-based startup AdvancetoGO is a Scottish company making it to the finals of two national competitions: [The Pitch](#) and [Shell Livewire's Entrepreneur of the Year](#).

AdvancetoGO is an online alternative to the traditional letting agency, supporting private landlords and empowering tenants. The easy to use ethical property management tool simplifies administration for landlords while tenants can make sure they are treated fairly and live in a high standard of accommodation.

Sam Zawadzki (22), co-founder of AdvancetoGO, is one of just eight finalists for the Shell Livewire Awards, chosen from hundreds of applicants. The awards are open to young entrepreneurs aged 16 – 30 based in the UK with an innovative new business less than 12 months old. The winner will walk away with the title, trophy and £10,000 for their business at an award ceremony on 14 November in London.

And out of thousands of entries, just four companies have been chosen to represent England, Scotland, Ireland and Wales at the Grand Final of The Pitch 2012 to be held in the iconic Ministry of Sound in London on 16 November.

The Pitch 2012 Grand Final is the official UK working week closing party for Global Entrepreneurship Week and AdvancetoGO will battle it out with the three Pitch finalists to be crowned The Pitch Champion 2012.

AdvancetoGO aims to be the number one website used to advertise and manage properties throughout the UK. Advertising properties on the UK's five largest property portals, AdvancetoGO ensures private landlords get the best rental rates possible. The company is also exploring licensing opportunities overseas with the aim of replicating the model internationally.

AdvancetoGO targets private landlords who manage up to 20 properties as co-founder Bilal Khan explains: "Our service simplifies communications, helping landlords maintain good relationships with tenants. It makes it easy for tenants to report problems and encourages proactive maintenance; ensuring tenants have a good quality of life."

Sam Zawadzki explains the mood in the office: "We are very excited to be through to the finals of two high profile national competitions in one week. The business has only come this far with support organisations such as SIE who have taken us on training courses and invited us to networking events! We are up against tough competition and delighted to have made it this far. Winning will just be the icing on the cake!"

AdvancetoGO provides clear steps that guide both the landlords and tenant through the process of letting. From advertising and legal agreements through to deposit payments and inventory statements it puts private landlords in control of their property and revenues.

To reach a dispersed market AdvancetoGO have established a commission based referral system where tradesmen, independent financial advisors, or any professional that regularly interacts with landlords can recommend the service.

This month AdvancetoGO is offering a special Autumn promotion for landlords – they will take professional photographs of a property, make a floor plan, write a description, advertise it until let, secure references for tenants and provide a completely filled out lease agreement for £95.