

LEGAL & PROFESSIONAL

# Q&A: Five minutes with Marco Previero, head of research at R3Location

By [Chris Mann](#) | 03 Oct 2024

The head of research at R3Location on how he got started in the property industry, his favourite book and podcast recommendations, who he would like to go back in time to meet and supporting his daughter during her treatment for brain cancer.



Marco Previero, head of research at R3Location

## How did you join the property industry?

After graduating from university, I qualified as a chartered accountant. I then joined a large relocation company in London as European chief financial officer for more than five years.

During this time, I worked alongside R3Location co-founder Anna Barker and our common desire to start something different in the UK took shape.

## What does your job entail?

Given my background, I focus more on the finance, research and compliance aspects of R3Location. As we look to apply more emphasis on the buying side of the business, I am really looking forward to developing this offering as a standalone service alongside relocation.

## What do you like most about the property industry?

I enjoy researching and analysing the real estate market for our corporate clients relocating their employees in the UK, and our private clients looking to acquire properties mostly within prime central London. The ever-changing trends are fascinating.

## And what do you dislike most about it?

The lack of clear regulatory standards in our competitive landscape – especially at a local level – can be frustrating; having a business partner to rely on has certainly been invaluable. On the plus side, there is room for innovation.

## What would you change about the property industry?

I would like to increase transparency and accessibility in the purchase process. Simplifying procedures through technology and streamlining paperwork would make transactions smoother and would also empower clients to make more informed decisions.

## What barriers or challenges have you overcome?

Starting a business from scratch is always challenging. Although Anna and I did validate our commercial proposition with key buyers of relocation services prior to launch, it can be tricky to gain trust and stand out in a crowded market. However, we have successfully overcome this.

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## What are you most proud of in your career?

Throughout my career, I have stood by my young daughter Millie during her brain cancer treatment and her continued lifelong rehabilitation. While starting my own business, I also focused on raising brain tumour awareness as a founding trustee on the board of SUCCESS Life After Cure, a charity closely associated with Great Ormond Street Hospital (GOSH) and University College London Hospitals NHS Foundation Trust, helping adult survivors of childhood brain tumours. I have also written two non-fiction books: *Dear Millie: Diary Of A Seven Year Old With Cancer*, in support of GOSH; and *Walking On The Edge: Thoughts on Life and Parenting After Childhood Brain Cancer*, in support of SUCCESS Life After Cure.

## What do you value in people?

I value those who behave with humility, honesty and in the right way when no one is looking.

## What advice would you give someone starting a career in the property industry?

The advice I would give is to focus on building a strong network and gaining exceptional market knowledge that makes you stand out from the crowd.

I would also recommend mastering financial principles, as this will help you navigate complex transactions and offer outstanding expert advice to your clientele.

## Top recommendations

### Favourite book?

It is tough to pick just one. I enjoy reading, and read about one book a month on average. I will go with my latest one, which was *The Stranger* by Albert Camus. The story is quite ambiguous and leaves the reader with a lot to ponder.

### Favourite podcast?

I am currently enjoying *The Rest Is Politics*, both the UK version hosted by Alastair Campbell and Rory Stewart and the US version with Anthony Scaramucci and Katty Kay. I think it is a relatively lighthearted, easy and entertaining way to keep up with current affairs.

### Historical figure to meet?

They are not historical figures but I would love to pick my parents when they were in their twenties to see what they were really like, and myself aged 18 for similar reasons. I think it would be fun to encounter versions of your younger self with the benefit of a more mature filter; or to be exposed to those you loved, but at a time in their lives when you did not know them and they did not know you.

### Superpower to have?

To magically remove all (and many) long-term side effects that my daughter Millie has as a result of cancer and its treatment.