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Olympian Homes CEO Richard Simpson Shares Vision on “Reinventing Real Estate” Podcast

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In a recent episode of the Reinventing Real Estate podcast, Richard Simpson, CEO of Olympian Homes, spoke about how the company is helping shape the future of UK cities through thoughtful, modern development.

Simpson, who once trained as a professional middle-distance runner, now leads one of the UK's most active developers in the student housing and build-to-rent sectors. In the interview, he shared how Olympian Homes is focused on turning unused urban land into

well-designed, long-lasting homes, with a strong focus on community, sustainability, and smart design.

"We're not just building properties, we're creating better places for people to live," Simpson said.

Turning Underused Spaces Into Opportunity

Olympian Homes is behind several major developments across Leeds, Birmingham, and Manchester, where demand for high-quality rental homes and student accommodation is rising. Simpson explained how his team looks for sites that have potential but are currently overlooked, often close to transport links or in areas being revitalised.

Each development is designed with modern needs in mind, including walkability, access to green space, and long-term energy efficiency.

"We design with the future in mind," Simpson said. "That means thinking about how people live, study, and work today and what they'll need tomorrow."

From Athletics to Real Estate

Simpson also spoke about how his background in athletics shaped his approach to business. The discipline and focus he learned as a runner now help him lead large, complex property projects.

"Sport taught me to set clear goals, stay consistent, and work through challenges," he said. "These lessons apply directly to development."

Looking Ahead

Simpson believes the UK housing market needs more than just new buildings; it needs trust, partnership, and long-term thinking. Olympian Homes is working closely with local authorities to deliver housing that fits local needs while improving city life.

"We're committed to doing more than meeting numbers," he added. "We want to build homes and communities people feel proud of."

The podcast offers a clear and inspiring look at how one developer is leading with purpose and how the future of UK real estate can be both practical and people-focused.

