

# w3.realty

Realty marketplace • brokers • verification

## Positioning

w3.realty is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitive advantage.

## Why it wins

- Realty = credibility — A classic term that immediately signals professional real estate.
- Built for broker networks — Great for franchises, national portals, and lead routing marketplaces.
- Modern rails ready — Verification, document workflows, and tokenized settlement are optional extensions.

## Best-fit buyers

- Broker networks and national franchises
- Real estate portals and lead marketplaces
- Home buying / selling platform operators
- PropTech verification and workflow vendors
- RWA platforms focused on property

## Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer