



Phaeton
Real Estate

PHAETON REAL ESTATE
TANGIBLE NFT MARKETPLACE

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PHAETON REAL ESTATE TNFT MARKETPLACE

CONTENTS

INTRODUCTION.....	2
PROBLEMS WITH CURRENT NFTs	4
PHAETON'S SOLUTIONS	6
WHY CREATE A REAL ESTATE NFT MARKETPLACE?	8
THE REAL ESTATE MARKET	11
WHY REAL ESTATE TNFTs?	13
TYPES OF REAL ESTATE TNFTs	15
THE NFT PROCESS	17
PRECEDENT & COMPETITOR ANALYSIS	19
PHAETON REAL ESTATE TNFT MARKET PLACE	21
MARKETING OF THE MARKETPLACE	23
REVENUE STREAMS	25



INTRODUCTION

Phaeton Real Estate Tangible Non-Fungible Tokens (TNFTs) Marketplace is a “Sidechain” of Phaeton Blockchain. It is marketplace where real estate enthusiast and investors can trade TNFTs. It is also a form of “crowdfunding” where sponsors and developers can mint tokens of the real estate projects and sell them on the marketplace.

The NFT market has grown over 299% in 2020 for more than \$250 million as a total transaction. Millions of users prefer this blockchain-based platform as it is more reliable and efficient since the value is soaring in the marketplace. Many companies worldwide are stepping forward to tokenize their own NFTs with the latest features initiated along with it.

WHAT ARE NFTS?

NFT stands for non-fungible token. But what does that even mean? Before NFTs can be explained let us look at the definition of fungible. “Fungible” describes a good that can be easily swapped for another good within the same asset class. Fungible describes something that can be directly replaced or traded. For example, the Australian dollar, and Bitcoins are both fungibles. You can swap a Bitcoin for another Bitcoin and you would still hold the same value as you had before. Non-fungible, on the other hand, describes a one-of-kind, unique good that cannot be readily exchanged for another good within the same asset class. Non-fungible tokens are also indivisible.

Fungible Vs Non-Fungible Tokens

Fungible Tokens	Non-Fungible Tokens
Fungible tokens are identical. Tokens of the same type are similar	Non-Fungible tokens are unique. NFTs are difference from one another
Fungible tokens can be interchanged with another for the same value	Non-Fungible tokens cannot be exchanged with another token for the same value
You can divide fungible assets into smaller amounts. It does not matter which unit we use as long as it adds to the same value	NFTs are non-divisible and not interchangeable

These NFTs has gone viral after the launch made by celebrities like Elon Musk. NFTs are not new. The first NFT was launched in 2017 by Larva Labs. It was quickly followed by a project called CryptoKitties, which raised millions of dollars. More recently, digital artworks have sold for millions of dollars and even some famous internet tweets sold for higher amounts. In the past two years the NFT market cap has increased tenfold and topped the table with some insane values.

Many users are attracted to NFT marketplaces as they can now tokenize their games, art, and real-world assets to NFTs and earn more income. While significant money can be made on NFT marketplaces, the question is this just a short-term trend that is causing a hype and is it a sustainable model that will last the test of time? In this White Paper we examine the problems of NFTs and provide solutions in creating a sustainable NFT model and brand.



PROBLEMS WITH CURRENT NFTs

NFTs have the potential to solve genuine problems for creators struggling to monetize their work, and so too for committed collectors. However, there are several problems associated with current NFT marketplace platforms. These problems should be carefully considered when creating a new Real Estate NFT marketplace.



Energy Consumption

Most of the top Crypto Art platforms and NFT projects use the Ethereum blockchain (which is outdated), submitting thousands of transactions daily increasing the number of people who use these sites to mint or sell their digital pieces. The problem is that an Ethereum transaction's footprint is 48.14 kWh. This is equivalent to the power consumption of an average U.S. household over 1.63 days.

Authentication and Ownership

Stories have emerged of artists discovering their work are sold as NFTs without their consent, on online marketplaces. The value proposition of NFTs is that the proof of work ensures your original piece has a unique token attached to it, which means that the author knows that they have the 'original'. However, the problem is that someone can steal a JPG and sell it on a different marketplace with a different token and sell it. Being digital, the work can easily be manipulated.

Smart Contracts

Most NFT marketplace platforms use the standard Ethereum smart contract (known as ERC-721), which currently has no resale redistribution component, with each platform dictating its own resale royalty limits. Therefore, if you want to cover yourself and benefit on the resale you have engage a tech lawyer to draw up your contract. So how enforceable are smart contracts in an offline court?

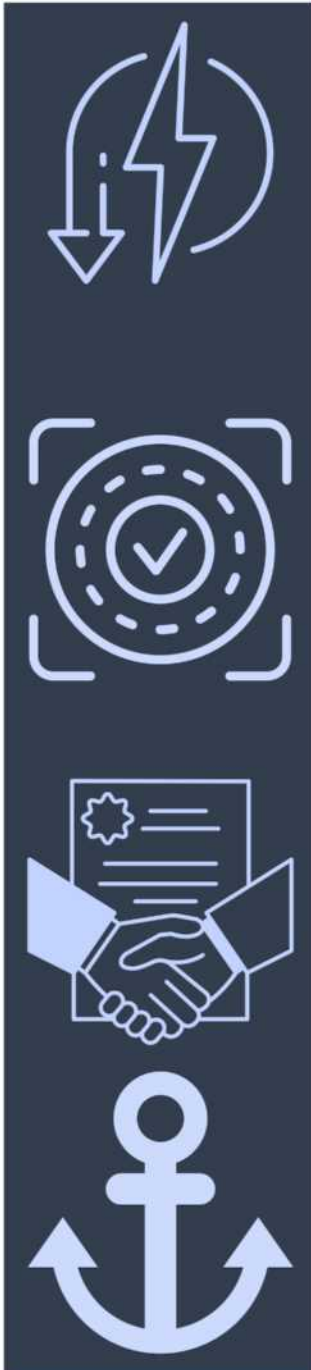
Permanence and Conservation

What lives on the blockchain is data describing and tracking the asset, not necessarily the asset itself. The token is just an inventory number. It links to an artwork and the digital item is hosted off-chain somewhere else. This opens up uncertainties about ownership, copyright and preservation. For example, if an animated GIF is actually stored on a server controlled by the marketplace where you acquired its NFT, do you own the GIF... or just a license to access it? While the idea might be permanent and revolutionary, websites often succumb to time maintenance or what happens if the NFT marketplace goes out of business – does your NFT and its value evaporate?



PHAETON'S SOLUTIONS

In analysing the above problems associated with current NFT Platforms, Phaeton Real Estate TNFTs powered by Phaeton Blockchain, addresses these problems in the following manner.



Lower Energy Consumption

The extreme energy consumption is due to the Ethereum blockchain being on PoW, Whereas Phaeton Blockchain DPOS (Delegated Proof of Works) uses far less energy. Also, PHAETON Real Estate Marketplace uses Phaeton Sidechain solution which will help to reduce the gas use and the number of transactions on the main / mother chain. A Sidechain is a type of Blockchain that exists alongside its parent chain (Phaeton Blockchain). The Sidechain can be defined as the “child chain. Originators can mint on sidechains for free, and it will not use gas, resulting in less energy and cost.

Authentication and Ownership

NFTs on Phaeton will focus only on tangible items such as real estate and original artwork with a certificate of authenticity and provenance. For example, with real estate NFT buyers will be given a physical copy of the Title Deed showing the registration of the NFT’s interest. Real Estate titles are held in the Government’s Deed Office. With real artwork, NFT buyers will be provided with a print or copy signed by the sponsor or an approved authority with an encryption key. This process helps to validate the ownership, authenticity and provenance of an NFT linked item.

Smart Contracts

Phaeton will establish its own smart contracts to ensure that it has redistribution and royalty components. It will allow resellers or the secondary market to dictate its resale price. However, when the transaction ultimately takes place, it will at the same time pay a royalty to the original sponsor as a pre-set by the original sponsor, be it a real estate developer, promoter or investor.

Permanence and Conservation

Having only tangible items on Phaeton’s marketplace will give NFT buyers comfort that the item being sold has a physical presence. If it is artwork, it should be either in an art gallery or a secure vault. In the case of real estate, the registered title deed will be secured in a Government’s Deeds Office or a third-party custodian. The physical presence of land or buildings will give Real Estate NFT holders comfort that the real estate is permanent.



WHY CREATE A REAL ESTATE NFT MARKETPLACE?

Investor interest for Non-Fungible tokens is expected to increase rapidly in the coming years. NFTs have the option to tokenize any kind of asset including real estate. With cryptocurrencies being accepted by a growing number of institutional investors and more businesses incorporating blockchain technology into their operations, NFT's will generate a significant increase in the uptake of NFT's and witness a surge demand. So how does NFTs benefit the real estate industry. Here we look at the advantages and disadvantages.



Advantages of Real Estate NFTs

NFTs are capable of introducing millions of people to real estate tokens and there is no duplication as each NFT property represents a unique digital asset. Additional advantages include:

- **Unlimited supply**
Based on the interest from investors and the market conditions, the developers of NFT can create any number of tokens without facing any restrictions.
- **Easy to purchase and sell.**
As a dedicated marketplace (similar to an exchange) for trading NFT's seamlessly. This assists Non-Fungible Tokens in achieving higher prices with values increasing over time.
- **Immutability**
NFT's are highly resistant to manipulation as they are secured by robust blockchain networks. Counterfeiting is impossible as all the owners will be immediately alerted by the decentralized public ledger.
- **Transparency**
Transparency is maintained to show the user a clear view of each transaction made in the marketplace. The blockchain network ensures a bug-free frictionless payment process thereby delivering smooth transactions.
- **Ownership protection** A
real estate NFT is secured against either the property or the ownership entity of the property, NFT buyers' interest are secured against the Title Deed which is recorded with the Government's Deed Office.
- **Security**
Security is a prominent feature in the NFT platform regarding the transaction of tokens between traders in the marketplace. The in-built military grade security protects from transaction loss and other unwanted activities since it is secured with private keys.
- **Smart Contracts**
Smart contracts are initialized by the digital signing of the agreement thereby preventing fraudulent activities and eliminating the intermediaries and delivering no commission fee. The smart contracts are written in lines of code to automate this process.
- **Decentralization**
An NFT platform enables all data to be copied and distributed to various blockchain networks. Each time a new block is introduced, the NFT platform's network updates its blockchain to make changes.
- **Payments and charges**
Current NFT marketplaces initiate instant payments as cryptocurrency. There will be no need for personal information or card details to access this platform for trading.
- **Improved crowd funding**
Crowdfunding has become an alternative to venture capital and has already helped finance some real estate projects. By introducing Blockchain and NFTs, the format is more transparent and cheaper. Current fees for crowd funding is north of 5% where NFT fees are 2.5% of capital raised.



Disadvantages of Real Estate NFTs

While there are significant advantages in establishing a NFT marketplace, there are a number of disadvantages and challenges that need addressing when setting up a new NFT marketplace.

- **Significant cost and time**
Building a new marketplace for a decentralized NFT Platform can be costly and time-consuming. Also, it can be tricky to keep the structure simple so that it can easily be used by first-timers or novices.
- **NFT has not stood the test of time.**
Some investors speculate that the NFT craze is just a bubble stemming from increased online activity following the pandemic. Most NFTs are used to predominantly sell digital art and collectibles, which prudent investors say are not sustainable. NFT's need to focus on tokenising real and tangible assets such as real estate.
- **Consumer protection**
One of the concerns with NFTs is that consumers may have no idea what they are buying. Furthermore, NFTs raise further questions about who exactly is conducting know-your-customer and anti-money laundering procedures, whether any specific party is actually recording the sale of an NFT and what rights buyers have.
- **Copyright and intellectual property**
The question arises whether buyers' perception of what they bought matches the legal reality. Traders face the same issue, particularly those joining this trend. Traders have the added issue of ensuring the NFT they sell has correct authenticity.
- **Securities laws**
As NFTs are new, they may run into securities laws in jurisdictions or countries where they are being traded. Therefore, promoters of an NFT Marketplace need to ensure they comply with the country's local securities laws.
- **Sellers could be sued.**
If people buy an NFT on the expectation that it will rise in value, they might sue the creator if the NFT instead drops in value, especially for high-ticket items.
- **Tax laws**
NFT buyers have to deal with different countries' tax laws. In Australia, for example, there is both GST (Goods and Service Tax) and Capital Gain Tax to consider when an item is sold as an NFT.
- **Marketing and branding**
As a new product and brand, there will be a significant cost in marketing a real estate NFT marketplace. In addition, promoters, sponsors, and developers of real estate projects require a significant list of followers in order to generate activity in any given marketplace. An intensive, funded marketing strategy will be required.

Despite the disadvantages, there are significant benefits in creating a real estate NFT marketplace. It will obviously disrupt the traditional forms of investing and developing real estate assets. Like any new business or product, there will be a number of risks and challenges. It is therefore important to recognise these and look for avenues to mitigate them.



THE REAL ESTATE MARKET

The global real estate market size was valued over \$7 trillion in 2020 and is projected to grow to \$8.6 trillion by 2026. The factors that drive the growth of the real estate market include public-private partnerships, rise in economy, and increase in efforts by the government for the infrastructure developments. History has shown millions of people and institutions still consider real estate as a safe investment and the demand is constantly growing. But would investors adopt the concept of buying NFTs in real estate? This will depend on how well the product is marketed. It may be slow initially but with the increasing drive to blockchain it will become an acceptable form of investing.

WHO WILL BE REAL ESTATE NFT BUYERS?

Research shows that largest demographic of real estate investors is from countries in Asia, such as Japan, South Korea, and China. However, there are also potential buyers from USA and UK, where the majority of the population understand Blockchain and crypto currency. With international travel restrictions due to the coronavirus, many foreign real estate investors are still willing to buy real estate in Australia as it is recognised as a politically safe country and has a strong history of capital growth.

The Asians, especially the Chinese remain one of the biggest investors in real estate, especially in cross - border properties. But why do Chinese love to buy real estate outside their own country? Here are 4 reasons why most Chinese buy properties overseas:



Price Differences

The Chinese real estate market can be described as saturated due to the decreasing interest of locals to invest nationally. It could be said that Chinese tend to look for a real estate investment opportunity in other countries where the value is worth the price. In Australia, Chinese buyers purchased AU\$32 billion of commercial and residential real estate investment in 2015–2016.

Government Constraints

Lands in most Asian countries are owned by the Government. Their laws allow people to have the right to use or lease, but not to own land. To some Chinese, having just the “right” to own a property for a period of time is not the ideal investment. Therefore, they are attracted to countries that grant them ownership rights such as Australia.

A Change of Environment

One of the most obvious reasons why Chinese buy properties overseas is that they have plans on leaving their country. It might be for any reason such as migrating, work, or studying abroad. As nationalist as they are, Chinese fly to other countries for countless reasons. One of them is to change their environment for the better. The air pollution in major cities in China is a serious problem.

Social Status

There are more billionaires in China than in the USA, or any other country for that matter. With 819 recorded billionaires, China claims the highest spot on the list of countries with most billionaires. A good image is such an important constituent of being in an Asian family.

As a matter of fact, Chinese buyers are the fastest-growing segment of global property buyers. It is projected that by 2020, Chinese overseas property transactions will hit US\$220 billion. It is fascinating how big and fast the Chinese global property market grows. China, at the moment, is the world’s largest international commercial real estate investor, just as it was in the residential sector in 2015. This makes China truly one of the biggest contributors in the Global Real Estate industry and will continue to be in the foreseeable future.



WHY REAL ESTATE TNFTs?

The current transfer of property ownership is labour-intensive and expensive. By “tokenizing” the property rights into TNFTs, the process becomes much easier to trade and manage them. Real estate is ideal for blockchain applications. Real estate property is immovable and has a physical presence that cannot be physically extricated or stolen by third parties.

While there are significant benefits in tokenising real estate, there are some interesting challenges to solve for real estate TNFTs to play a significant role in the industry. Listed below are two major challenges when dealing with NFTs in the real estate market:

1. Hacks and lost passwords

The issues that crypto tokens face such as hacks to smart contracts or lost passwords or cryptographic keys. Potential rules for TNFT transfers in real estate should consider locking the money but not the asset itself to avoid unclaimed property rights.

2. Regulations and compliance

Crowdfunding via TNFTs is one of the exciting use cases but it triggers the need of filing with ASIC, so either secondary trading of TNFT securities will become more user friendly or regulations will need to change before the fractional ownership via crypto becomes commonplace.

REAL ESTATE TNFT APPLICATIONS.

With the potential benefits of blockchain technology and TNFTs in real estate, the areas where they can play an important role include real estate development and investment. TNFTs can be compared to a real estate syndicate offering transparency, liquidity, and democracy.



Real estate development

Real estate developers raise the funds needed to start the project. TNFTs streamlines the process and casts a wider net for potential investors. Developers can solicit capital contributions from worldwide investors outside their immediate network. Blockchain via a Custodian records all the data, signing of smart contracts, and issues briefings and updates to all involved parties. This means that if investors, owners, or anyone else involved in the development project want to access those materials, the data is readily available on the blockchain system. This significantly reduces transaction time and costs, allowing developers to focus on the project's actual development.

Real estate owners and investors

Since TNFTs makes falsifying or corrupting data nearly impossible, potential owners and investors can have peace of mind when buying real estate. In short, when they are putting their money into a property, they can rest assured that the price and legitimacy are transparent and accurate. Furthermore, the tokenization of real estate and converting its value into TNFTs provides liquidity within the industry. Liquidity makes the entry point for potential buyers or investors more accessible. This means that a seller does not need to wait for a buyer who can afford the entire property to get returns on the investment.



TYPES OF REAL ESTATE TNFTs

Real estate, in general, is diversified in many ways, from a developer's vision to a project's completion. In between, there are many factors to consider, from development finance to final investment. Phaeton Real Estate understands the needs of sponsors and developer's and can offer the following types of TNFTs.



TNFT as Shares:

The TNFT represents a share of a company that owns the property. Sponsors and developers can promote investment property or projects under company ownership. They tokenise their property similar to syndication, create TNFTs, and offer them to real estate investors. It is a great way to crowdfund an investment or development project.



TNFT as a Title:

The TNFT represents and owns the title to the property. Property owners can directly sell their property to an interested buyer. For example, land and apartment developers can promote and sell their projects directly to potential buyers "off-plan" by creating TNFT's at a discount. When the project is completed, the buyers receive their title, and the TNFT is burnt.



TNFT as a Timeshare:

The TNFT represents a timeshare in holiday accommodation. For owners of hotels, TNFTs can be created with set holiday periods. Buyers of Timeshare TNFTs can sell these on the secondary market on the Phaeton Real Estate Marketplace if they are no longer interested in making use of their Timeshare.



TNFT as Co-sharing:

A group of TNFT Holders can jointly buy a home and share ownership. With housing affordability at an all-time high. A group of homebuyers can jointly purchase a home by creating TNFTs. There will be a sponsor who initiates this group, who will act as the manager and be responsible for outgoings of the property. TNFT owners could also sell their TNFTs on the secondary market.



TNFT as Decentralised Finance (DeFi):

TNFT Investors can provide finance in the form of a mortgage. Homebuyers can seek debt finance from investors to buy a home. It is a form of peer-to-peer lending that blockchain was designed for. For example, a \$500,000 home can be fractionalised into 5 TNFTs where the Homebuyer pays for 1 TNFT as their deposit while lenders own the other 4 TNFTs. The Homebuyer would pay principal and interest to the lenders. Once fully paid, the TNFTs are burnt.



THE NFT PROCESS

PHAETON Real Estate powered by Phaeton Blockchain is developing new ways to support and manage the application of NFTs such as property ownership transfer for entire property, not only fractions. It is much easier to transfer 100% property rights for a real estate asset via blockchain without triggering the securities law violation. Here is how a real estate NFT sale could work:

1. First, there is a requirement for legal preparation for the sale of a property as an NFT or a development proposal requiring equity capital or for the total development cost.
2. The proposal is submitted to the Marketplace Platform for approval by Phaeton’s investment committee.
3. If approved, the NFT’s are “minted” that includes descriptive and legal data about the property, including paperwork, disclosures, reports, image files, and even videos. The NFT is proof of ownership. Legally, whoever has possession of the NFT, owns part of the property through an ownership vehicle.
4. That NFT, which resides on a distributed ledger, can then be placed into an existing NFT marketplace for sale on real estate NFT-focused marketplace.
5. Potential buyers and investors bid for the minted NFTs. Successful buyers pay for the NFT in fiat or crypto currency, most likely via a third-party escrow service such as a Custodian or smart contract designed to perform these escrow duties.
6. In a limited window, after funds are released to the seller or developer, the NFT is transferred to a wallet controlled by the buyer entity, the buyer entity completes paperwork to finalize legal ownership transfer.



As the public becomes less confused and more aware of NFTs and other forms of cryptocurrency, real estate will catch up. This opens up an entirely new playing field for property ownership. For years platforms have been attempting tokenization of real estate assets and closing processes with somewhat marginal success, but this adds a whole new level for democratizing real estate.



PRECEDENT & COMPETITOR ANALYSIS

There are currently close over 30 Marketplaces trading in NFTs and the list is growing as NFT's gains momentum. Most of these platforms these Marketplaces market offer a wide range of products from games to digital art. The more recognisable brands are:

OPENSEA

OpenSea is touted as the world's largest marketplace for NFTs. OpenSea offers a variety of virtual items ranging from digital collectibles to domain names, digital art, card games, and more. The platform acts as a central point of contact for all non-fungible tokens. On OpenSea, anyone can buy or sell NFTs through a smart contract. Users can also customize their NFTs and sell them to a target audience in the marketplace. Currently, OpenSea hosts more than 1.2 million NFTs and has tools that allow developers to create NFTs and integrate them into games with minimal effort.



Fees & Charges

- A total

Type of NFTs

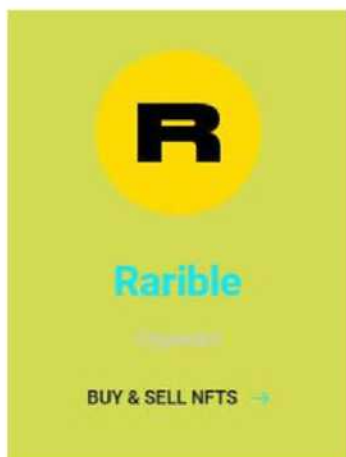
- OpenSea uses what is called the "Wyvern Protocol." This protocol is a suite of smart contracts that have been audited and battle-tested in real-world usage. The Wyvern Protocol enables users to swap state changes such as an NFT ownership state for a cryptocurrency ownership state.

Market valuation

- Current valuation July 2021 is at \$1.5 billion valuation.

RARIBLE

Rarible is a creator centric NFT marketplace and issuance platform that utilizes the RARI token to empower users. Users can easily create non-fungible tokens (NFTs) for unique digital items like artworks, game items and more. The platform offers users a fully featured marketplace that is filtered and sorted using different categories to create a smooth and easy user experience. Anyone can create NFTs on their marketplace. The RARI token is a fundamental pillar of the platform as it is used to reward active users for participating in the governance of the protocol.



Fees & Charges

- A 2.5% transaction fee is charged to both the seller and buyer. This equates to a total of %5 in transactions fees collected.

Type of NFTs

- Rarible is built on the Ethereum network. Its native token, RARI, built on the ERC-20 token standard.
- 60% of RARI tokens are reserved for buyers and sellers. Every Sunday, 75,000 tokens are shared with creators and collectors.

Market valuation

- Current valuation July 2021 is at \$37,061,767

In reviewing the current NFT Marketplace Platforms, the majority are too general in nature offering a wide variety of products that are digital. History has proven that people still prefer a real or tangible product and as each asset class has its own nuances, Phaeton has siloed each asset class under its specific industry, offering a like-minded community to interact on its Real Estate TNFT Marketplace Platform.

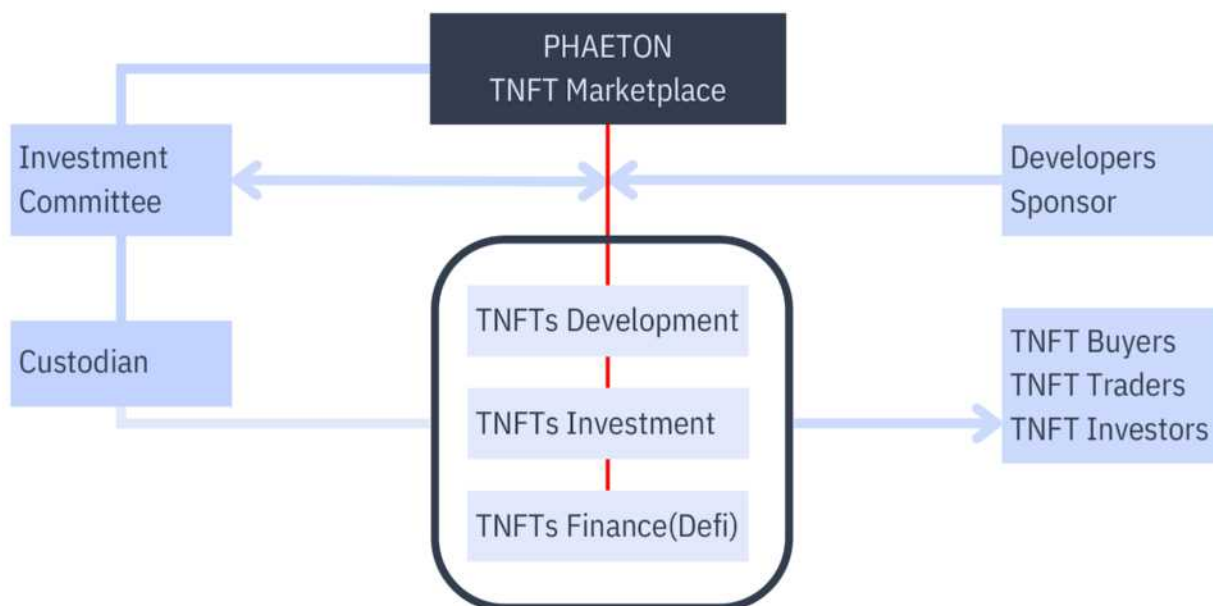


PHAETON REAL ESTATE TNFT MARKET PLACE

PHAETON Real Estate's Tangible NFT Marketplace is a platform where Real Estate Developers and Sponsors can promote their projects under a structure in the following manner.

THE SPONSOR PROCESS

1. The Phaeton TNFT Marketplace Platform is a facilitator where third parties can market and raise capital for their project in regulated and formal process.
2. The first step is for developers and sponsors to submit their proposed project outlining details of their project together with a feasibility or financial study. A small fee will be charged.
3. Their project will be then reviewed by Phaeton's Investment Committee before it can be placed on the Marketplace Platform.
4. A formal agreement or contract will be signed between Phaeton and Developer / Sponsor outlining the terms and conditions before the launch of the TNFTs.
5. Phaeton offers Custodial service, where all funds raised whether through cryptocurrency or Fiat will be held. The Custodian will issue the NFTs and transfer the funds to the Developer / Sponsor. A transaction fee will apply for this process.
6. With a development the Custodian will release funds to the developer at certain milestones as per the diagram below. The percentages may vary depending on the type of development. For an investment in a completed building, the full amount will be released to the owner. The owner may also hold some of the NFT's as well.



CONDITIONS

- Whether the TNFT funds are raised for a real estate development or investment, the required amount should be raised for the full targeted amount and not in increments.
- TNFT's can be traded on the secondary market only after the targeted amount has been raised. Transaction fees will also apply for any resale on the secondary market.
- If the targeted funds are not reached through the sale of TNFT's, then any funds raised will be returned to the TNFT buyer.

Traffic Sources Overview



- Direct Traffic
3,097.00 (40.04%)
- Search Engines
2,910.00 (38.04%)
- Referring Sites
1,642.00 (21.47%)

Visitors Overview



MARKETING OF THE MARKETPLACE

Like any new business, a new NFT marketplace platform requires significant time, energy and a clever marketing and branding strategy.



Focus on our Target Audience.

The power of your brand relies on the ability to focus. That is why defining your target market will help to strengthen your brand's effectiveness. In setting up a Real Estate Marketplace there are two target markets, namely and (a) TNFT Sponsors and (b) TNFT Buyers.

Sponsors

- The first step is promoting the platform to developers and owners of real estate and sell them the benefit of tokenising their project through TNFTs.

NFT Buyers

- Under our market research, we established that the Blockchain audience is predominantly in the US, UK and Asian countries. Although we are based in Australia, our experience tells us that the majority of Australians have yet to adopt this new technology.

Build a community.

For most crypto projects, building a community is vital. An NFT Marketplace is no exception. Our primary community is the people who will support us, spread the word about us, invest in us, and buy use our Real Estate NFT Platform. We need to create an interest in our marketplace utilising various community platforms. It is useful not only for promotion but also for getting adequate feedback from the community. Community platforms include BitcoinTalk, Reddit, Telegram, Twitter, and more. Often, such a strategy, in addition to a fresh look, can also bring new participants to the community.

Social Media Marketing for NFT

It is also important to work on our social networks. It would be ideal to conduct them in such a style that some posts become viral. NFT is not only about people who are well versed in crypto, but also for a general audience.

It would be good to introduce explanatory posts and explain NFTs and how it can benefit real estate. Social media platforms include Facebook, Twitter, Medium, Reddit and LinkedIn

Public Relations for NFT

Of course, the more media writes about our marketplace, the better. We should aim to get into different publications and in different outlets, from full articles about our NFT Marketplace to mentions interviews, and quotes. In addition to crypto media, we should also work with general media, depending on the specifics of the project. It is rather a necessary measure to maintain the reputation, and only then to attract a new additional community.



REVENUE STREAMS

The NFT marketplace is emerging as a multimillion-dollar revenue structure. Early adopters have begun streamlining their revenue stream by using its capacity across various industries, including real estate. The current NFT marketplace is powered by the Ethereum blockchain providing diverse features for a range of tokenised offerings. NFT-based tokenisation enables significant investment opportunities and improved outcomes. So how does this business model make money? Below we look at the potential income and expenditure of a real estate NFT Marketplace platform.



Revenue Streams

- **Application Submission Fee**
Each sponsor will be required to submit their proposal to be reviewed by. A fee may be charged if the documentation is not compliant and the sponsor requires assistance. Fee- variable
- **Initial setup fees**
This is imposed on developers or sponsors planning to list their proposal on the TNFT marketplace. These fees include (a) listing fee and (b) gas charges. Fee -variable and dependent on the scale of the proposal but can be estimated at 0.5% of TDC.
- **Transaction processing charges**
Peer-to-peer transactions are executed while buying and selling. The investors generally pay through the leading cryptocurrencies, stable tokens, and PHAE Coins. A transaction fee for each payment processed will be 2.5% of the sale price.
- **Selling multiple NFTs simultaneously**
Whenever new NFTs are added for sale, the sponsor will incur fees for on-chain transactions and gas. The marketplace will charge a flat percentage of 2.5% on the final price will apply.
- **Minting fees**
Minting charges are levied for registering the NFT on the blockchain network. Fees will vary according to the number of TNFTs created.



Expenses Incurred

- **Maintenance of the blockchain network**
To handle millions of trades and transactions, the Real Estate TNFT Marketplace has to spend gas fees for the consumption of computing energy. This will be recouped by TNFT creators when they mint the TNFTs.
- **Auditing the smart contract**
The self-executing program is the backbone of every blockchain network and functions based on predefined terms and conditions. The TNFT marketplace has to regularly audit the smart contracts to keep them in good working order and prevent interruption of business operations due to technical bugs and vulnerabilities.
- **Safeguarding the unique TNFT**
Each TNFT is distinct and the TNFT marketplaces have to comply with different laws related to copyrights, intellectual property, and trademarks issued by regulatory authorities. Legal expenses help in eliminating issues like copyright infringement and counterfeiting.



Phaeton
Real Estate

CONTACT

CHAI SHEPHERD

Chief Executive Officer

E: chai.shepherd@qnucleon.io

M: +61 435 217 949