

WHITEPAPER

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# d Executive Summary

## 1.1- Intro

The Deed mission brings the relationship of property owners and agents to the 21st century. We repair the model of the real estate industry by reducing costs and labor while providing information transparency for all parties.

Agents win more customers: the Deed Network operates similar to a cell phone network with each brokerage geographically covering the local customer base. Property owners save money with better service: Buyers receive 2% back on any target property on the regular market while sellers keep 5% more of their equity by paying lower commissions.

Deed agents work on a new network, interacting with customers locally in the traditional way, while both have access to cloud support. For the first time ever, agents will even perform "pro bono" services for social good, and charge only 1% for conventional customers.

The platform is simple, only replacing the way customers hire agents. Deedcoin.com includes full access to a cloud portal to support agents and customers to close transactions faster. Deed runs on blockchain but makes it easy: the user experience requires no knowledge of cryptocurrency. Deed allows the entire industry to access a better solution by making technology effortless.

Sellers

50 DEED

to keep 5% more of their  
property value using  
agents anywhere

Buyers

20 DEED

to receive 2% of their  
new property price  
rebated at purchase



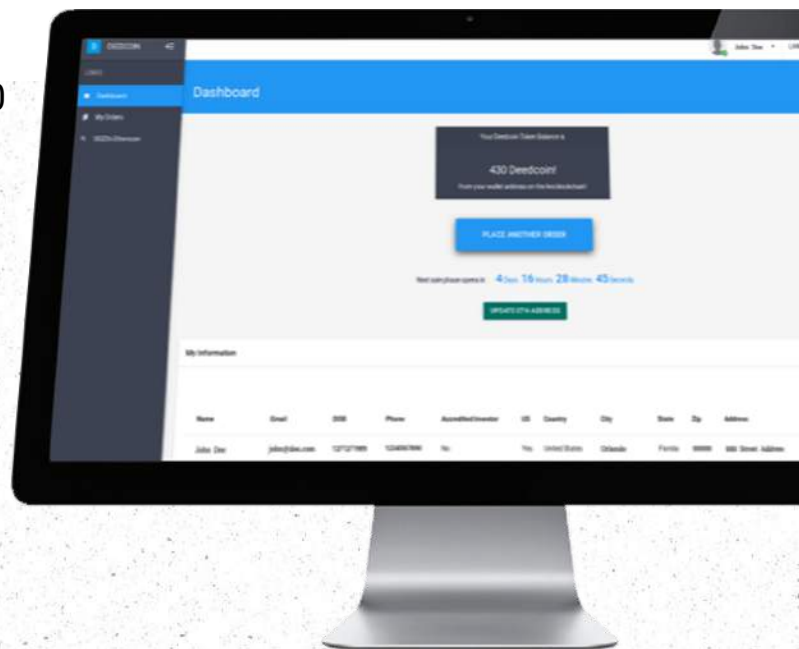
# d Executive Summary

DEED is usable in all 50 U.S. states and Puerto Rico through the 163 brokerages already in the network. Users can simply access [deedcoin.com](https://deedcoin.com) and begin a transaction by buying enough DEED (our ERC20/223 token) with a credit card and setting up their Ethereum wallet with one click. A major initiative in the Deed mission is applying the benefits of blockchain to a major consumer industry without complication. The in-house development team constantly streamlines the platform to bring decentralized technology behind the user layer, making innovation elementary.

Each upgrade to the platform has brought revolutionary features to the marketplace. Currently, Deed solves the pricing issues for the real estate industry through an on-boarding system as user friendly as Coinbase. The first DEED was sold in January, and the first customer closed a real-world transaction with DEED in March. He received a rebate of \$3,780 by using his 20 DEED purchased for \$30.

International expansion is simple, based on the network model approach. Countries with high real estate commissions have been targeted to join the network in 2019. The Deed platform overlays the current real estate structure by utilizing the benefits and solving the problems. Homes are listed on the same MLS systems. Buyers can select any regular home in the market, with closings and lending still done locally on standard forms.

DEED is one of the few tokens with a network functional at launch, and has successfully converted the initial ERC20 tokens from the private sale to ERC223. As data storage on-chain is proven, Deed will convert again to a network, such as EOS, to power a next generation home listing system, the Gen3 MLS. Deed plans to remain on the cutting-edge of the real estate market and implement a spectrum of solutions to the entire real estate process in a decentralized platform.



# Executive Summary

## 1.2 - Problem

The game is rigged.

6% of your house does not belong to you, but rather to your future real estate agent. U.S. property owners hold \$15 trillion in private real estate and stand to lose \$900 billion in future commissions. Through blockchain technology, the real estate industry can be decentralized and streamlined. Deed returns up to \$750 billion to homeowners by tokenizing real estate commissions and connecting customers with agents directly.

The problem of predatory real estate commissions is not exclusive to the United States. Globally, there is over \$200 trillion in privately held real estate. Deed harnesses blockchain to remove the centralized bureaucratic authorities that raise costs for homeowners and agents. Deed displaces the monolithic middlemen and restores control and equity to the homeowner. The network and infrastructure are already usable with partnered brokerages in 163 cities across all 50 states. Deed agents, and a revolutionary platform are standing by to help homeowners. Only 50 Deed are needed to retain 5% more of the equity in a property upon sale, while still enabling owners to access full service agents for a mere 1% commission.

**NAR** licenses and leases MLS access to Realtors® only.

**Realtors®** must pay union dues in order to list homes on MLS.

**MLS** locks out the customer and sells listings to ad sites. (Zillow/Trulia)

**Ad Sites** become a customer's only option when researching a property.

**Buyers** become increasingly more expensive for agents to acquire.

**Sellers** absorb the above costs of these engineered market inefficiencies.

# d Executive Summary

## 1.3 - Solution

Deed is simple. Instead of hiring an agent randomly, customers can quickly choose their local agent and set the rate as low as 1%. Real estate runs on percentages and so does Deed. In fact, every 10 DEED equals 1% of a property price. To reduce the commission of a full-service local licensed agent from 6% to 1%, it only requires 50 DEED. That is 5% more of your equity kept in your home upon sale.

The Deed Network decentralizes control of the real estate industry by allowing customers and agents to connect directly at customer chosen rates. Because Deed operates over the real estate infrastructure, homes are still listed on regular MLS platforms. Deed discounts (or buyer rebates) reflect on real-world HUD forms at property closings. Deed operates in a network model and has already built the user platform with active brokers in all 50 states and 163 cities.

Deed has created a next generation full service real estate network at a baseline 1%, by solving the customer acquisition problem for agents. The free market sets the price of each commission point through Deed. Deed is a better option for everyone involved in a real estate transaction. The free market sets the price of each commission point through Deed. By building the network first, DEED is a usable token that is reshaping the industry.

PROPERTY PRICE:	\$200,000	\$500,000	\$1 Million	\$3 Million
<b>Normal 6%</b>	<b>\$12,000</b>	<b>\$30,000</b>	<b>\$60,000</b>	<b>\$180,000</b>
<b>Deed 1%</b>	<b>\$2,000</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$30,000</b>
50 Deed save	\$10,000	\$25,000	\$50,000	\$150,000
10 Deed save	\$2,000	\$5,000	\$10,000	\$30,000
<b>Each Deed saves</b>	<b>\$200</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$3,000</b>

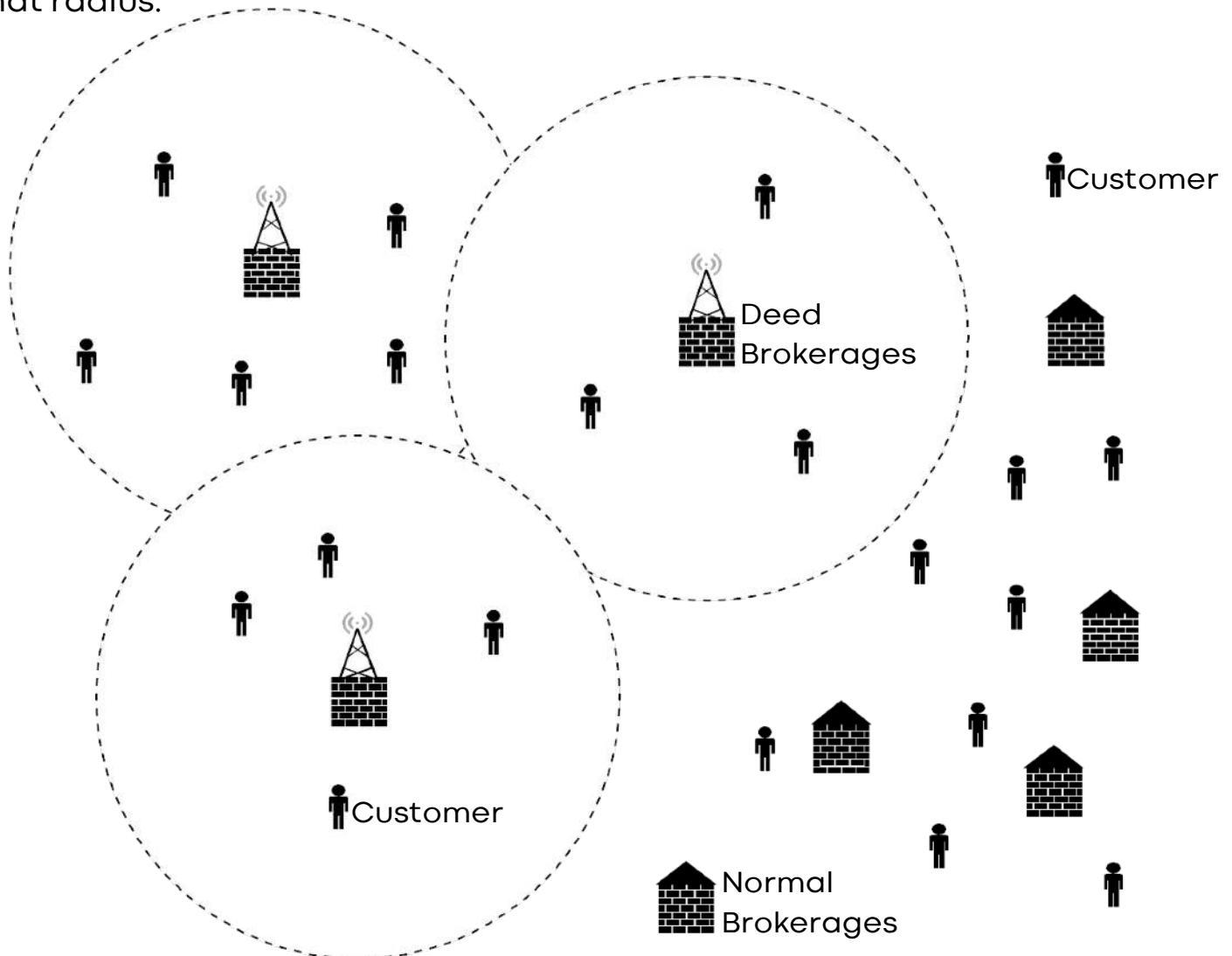


# d Executive Summary

## 1.4 - Scaling

Implementing the proper strategy for broker placement throughout the country is vital to the efficiency of the platform. The product obviously benefits the customers using their DEED for real estate transactions. Providing a system that equally benefits the brokers is key to the growth and stability of the network. If the agents are not benefiting and gaining market share with the program, the system will not sustain success.

Deed has adopted the same geographic philosophy as cell phone towers. The optimal structure allows clients to have equal access to a quality broker in their area. Each brokerage office is given a 25 to 50-mile radius to work with customers as a select territory based on the population of their area. This area is exclusive to that broker, and no other Deed agent will work with customers in that radius.



# Executive Summary

## 1.4 - Scaling

This “footprint” area is a radius that is workable for the broker to properly serve the Deed customers. The Deed customers can be confident that the broker for their area is well versed in that specific market, and has extensive knowledge of the activity taking place. Market knowledge is critical for any successful real estate broker. Customer faith in knowing that broker is an expert in schematics for the local area will strengthen the network. As the network adds brokers that border other office territories, it allows Deed to manage the referrals efficiently and monitor growth. Working with a few independent brokerages, rather than the whole market, reduces costs and increases quality control.

The elimination of brokers “tripping” over each other for the same clients is central to Deed’s network. The broker has the utmost confidence knowing that the Deed client will work with them exclusively, and there won’t be competition from another Deed broker. The broker also has a pride of ownership knowing that Deed is trusting them with all of their clients in their specific assigned radius. As Deed continues to build the broker network, they will know based on analytics, which geographic areas need brokers and can market directly to those specific locations. Real estate is also built off of momentum and referrals. As the Deed brokers continue to get new clients and referrals from existing Deed clients, they can have a direct impact on their competitors with expedited growth in their area.

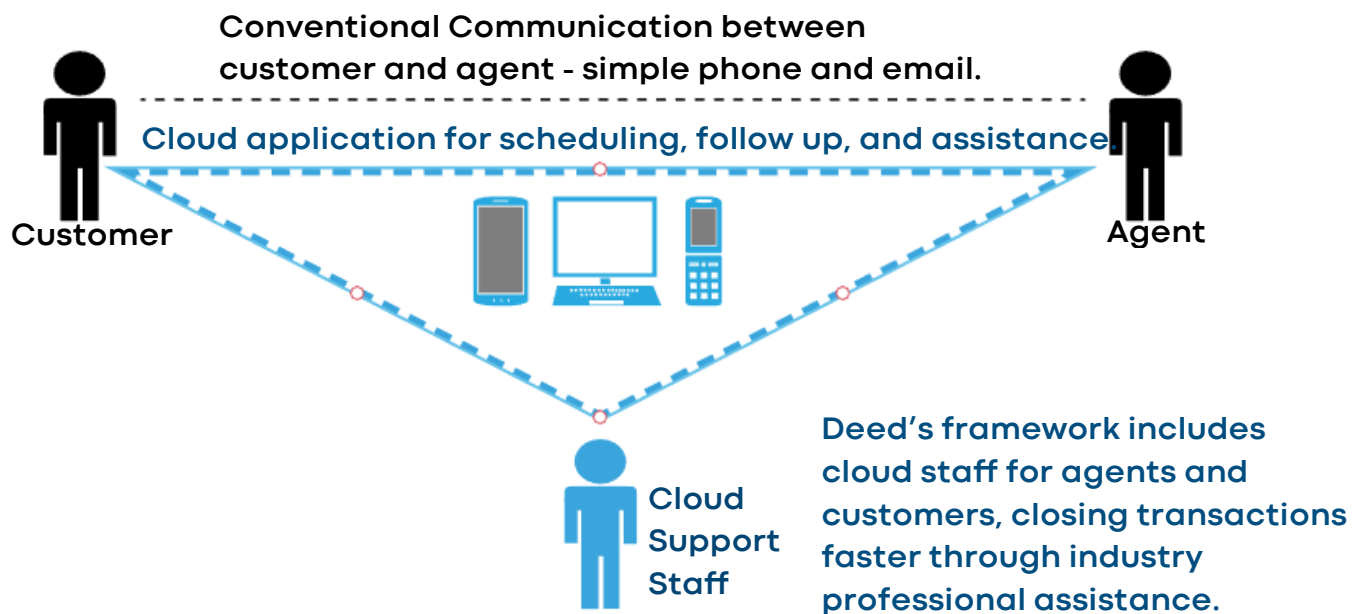
Deed’s network is the next generation of real estate agency. Partnered with brokers in all operating areas, it will act within the governance and guidelines of local real estate licensing organizations. The Deed Network of brokers will provide premium real estate services. Operating with a streamlined system, the Deed Network can reach more areas at a higher level of service than standard real estate brokerages with lower customer acquisition costs and better service.



# d Real Estate Platform

## 2.1 - Simplicity

Choosing Deed simply means selecting your next agent at a better price on deedcoin.com, resulting in an easier process. Deed does not reinvent the wheel. It just installs wheels on our modernized jet plane. The current process for selling and buying homes is functional, but remains slow. Deed has forged a process to make real estate faster, transparent, and cost effective. The platform creates a layer over the existing infrastructure: Deed enhances the current industry. The company mission is similar to Uber, take something full of friction, then make it better in every way.



Deed has a live web application with a native app upgrade upcoming, to coordinate active deals for customers between agents and Deed staff. This application allows scheduling, task flow management (such as following up with lenders), and information assistance, all available 24/7. The informational asymmetry in the market means customers are constantly trying to access the agent's information about their transaction. Deed's infrastructure makes information available to all parties, reducing the time between choosing a home and the closing table.

## 2.2 - Benefits

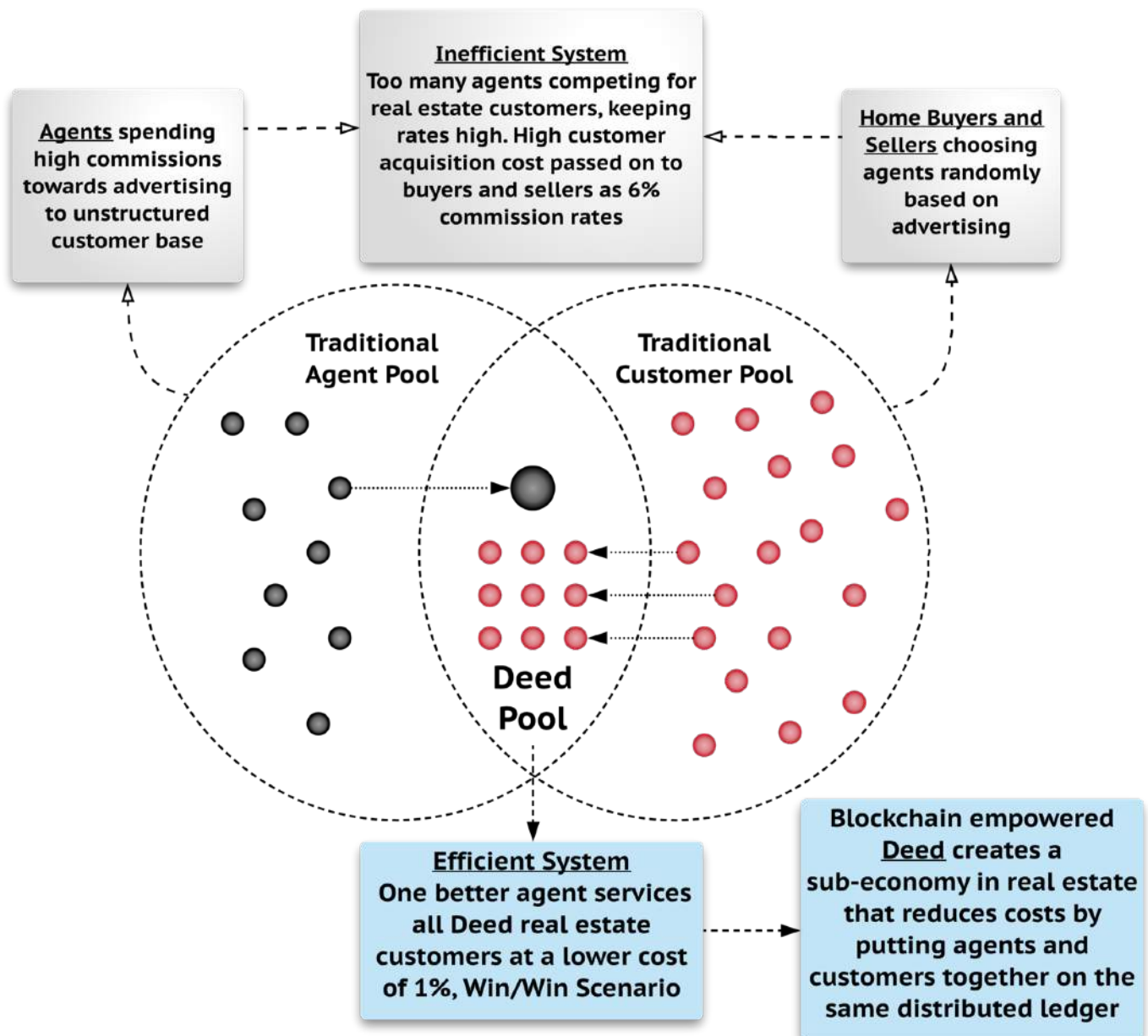
Deed's patent pending (App. No. 62/552,038) platform is already live at Deedcoin.com and provides a simple way to replace how customers find their next real estate agent. Instead of choosing a random agent charging 6% commission, customers input their property information in our platform and link up with their local Deed agent to pay a 1% commission. Deed customers use DEED token to decide the commission before linking with the Deed agent. Deed integrates fully with the existing real estate infrastructure. All discounts are reflected on the standard HUD forms during a property closing while still utilizing the standard MLS options. Customers utilize the revolutionary dashboard allowing easy access to an agent, or licensed transaction assistant. DEED tokens give accessibility to our broker partner network that is already available in 163 cities, representing all 50 states. We streamline real estate to run on 1%, allowing future commissions to be set by the free market, based on the price of DEED.

Deed customers never have to wait for information on their transaction. The Deed Network has cloud-based Transaction Coordinators standing by to assist users. Buyers and sellers can have questions answered, upload and download sale documents, schedule appointments, and even sign contracts in real time on the online dashboard. This not only assists the customers, but also expedites the process for agents. This helps them maintain and manage their work flow as their customer volume increases.

	Standard	dEED
Local and State Licensed Agents	✓	✓
Local Real Estate Brokers	✓	✓
Seller's Home Listed on MLS	✓	✓
Buyers Choose ANY Home	✓	✓
Mandatory Agent Review/Ratings System	✗	✓
Uniform Agent Quality Control	✗	✓
Mandatory Transaction Assistant	✗	✓
Number of Parties Working for You	1 AGENT	3 AGENT, TRANSACTION ASSISTANT, DEEDCOIN CENTRAL
Seller's Cash Commission Cost	6% PROPERTY PRICE	1% PROPERTY PRICE
Agent Cash Commission Max	NO MAX	1% PROPERTY PRICE
Buyer's Max Cashback Rate	0% PROPERTY PRICE	2% PROPERTY PRICE

## 2.2 - Benefits

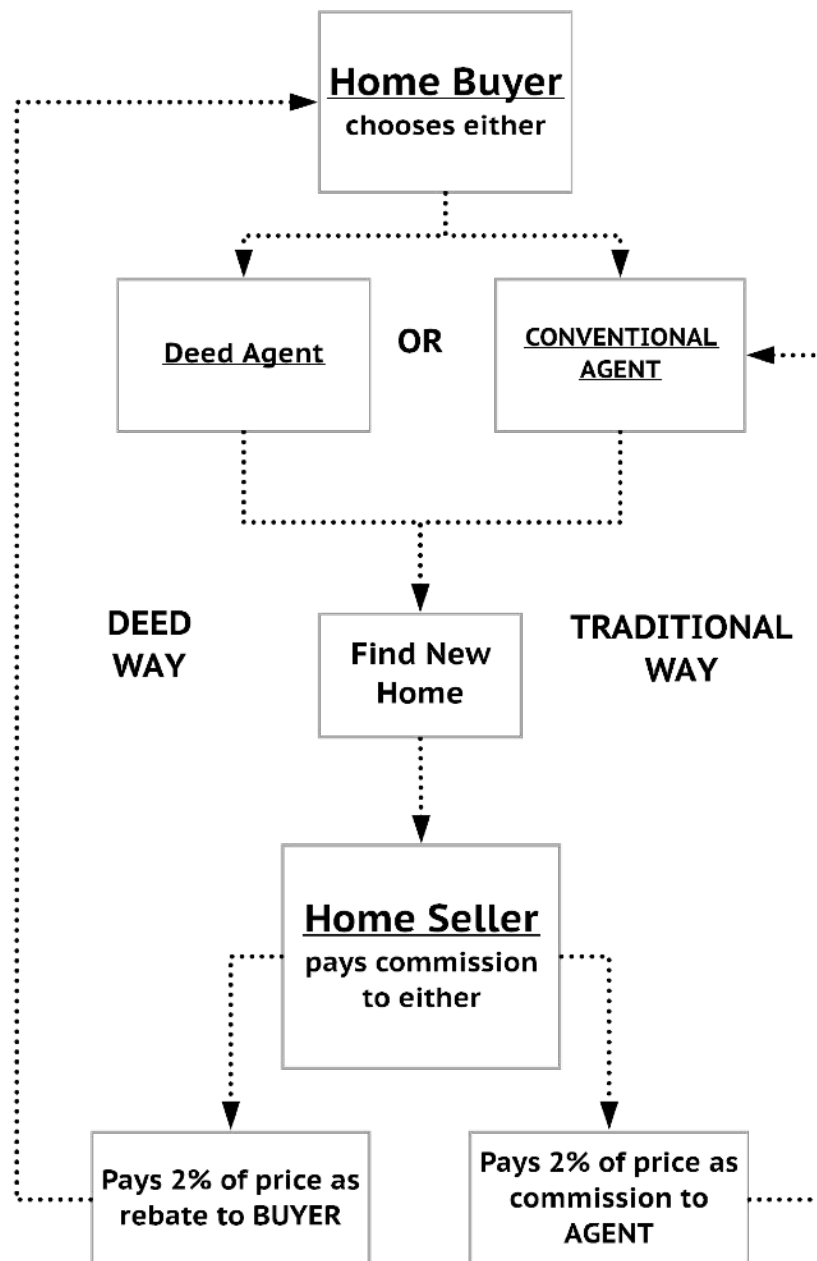
Deed (<https://deedcoinlaunch.com>) brings blockchain to the real estate sector with a platform beneficial to everyone. Deed decentralizes control to reduce costs and brings a true free market to the real estate industry, in the same way Bitcoin changed banking forever. By bringing agents and customers into a new direct economy, Deed streamlines real estate to benefit customers, agents, and the future of the \$200T global real estate industry.





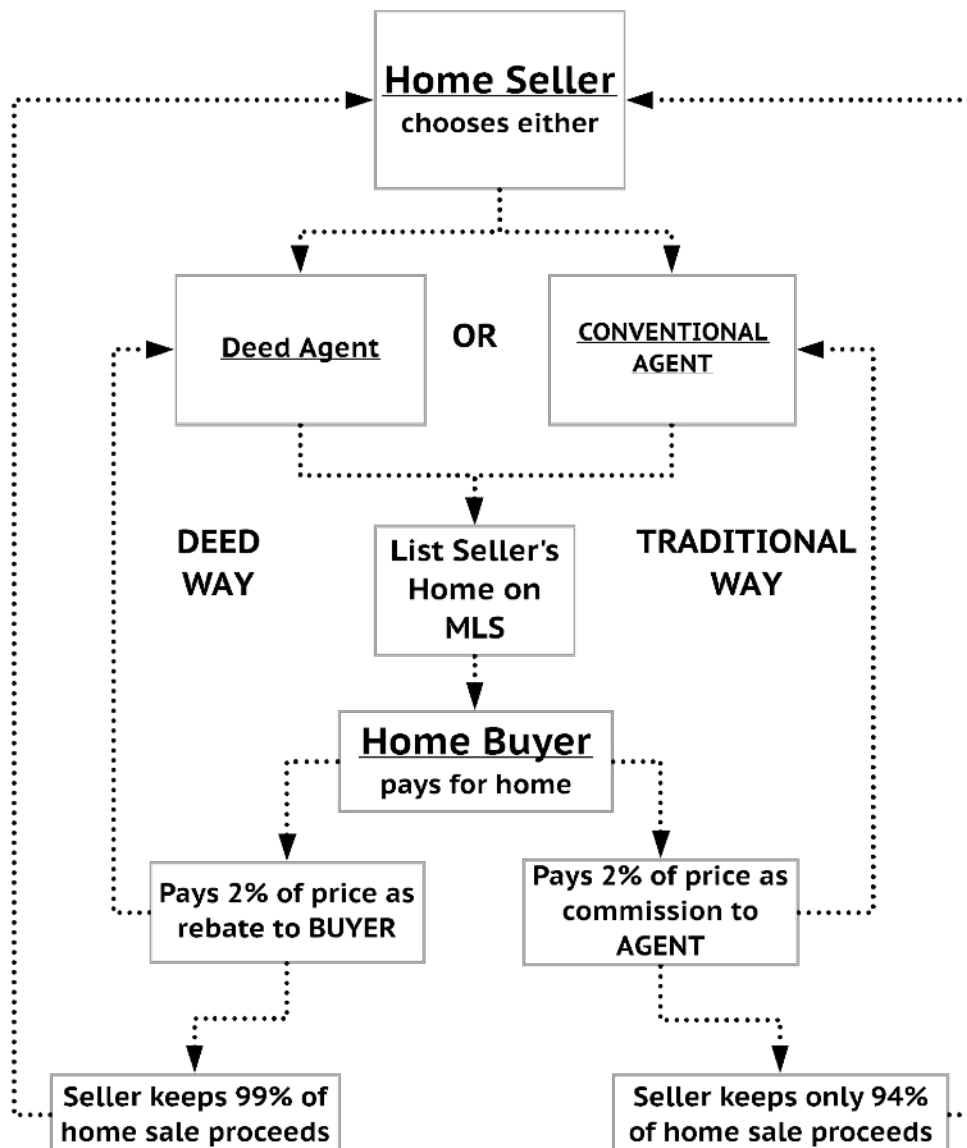
## 2.2 - Benefits

PROPERTY BUYERS - Deed Network creates an opportunity for buyers to receive rebates at closing with any property listed by the seller with a conventional agent. Sellers that do not use DEED yet are paying their agents high commissions. With Deed, a property buyer can convert these commissions into closing-cost rebates while saving the buyer up to 2% of the price of the property. Each DEED equals 0.1% of commission so only 20 DEED would be required to get the maximum rebate on a home listing.



## 2.2 - Benefits

PROPERTY SELLERS - The Deed Network runs on 1% commission instead of the current 6%. With this new model, property sellers can now keep 99% of the funds from the sale of their home, instead of 94%. This network will provide a lower cost option, saving tens of thousands, while providing the same local support as the current market. Deed agents will provide a matching level of service as compared to standard agents. They hold the same license and will only be allowed to participate in the network if they are experienced and effective. Deed network support will oversee their performance.



## 2.3 - Agent Incentives

The real estate business is very competitive which makes achieving success in this industry costly. Sales and marketing has become an avenue where literally hundreds of millions of dollars are being spent by the large conglomerates chasing their piece of the real estate pie.

Realogy Holdings Corporation, which includes Century 21, ERA and Coldwell Banker among its companies, spent \$241 million on marketing in 2016 according to their annual report. The Zillow Group, which includes Zillow, Redfin and Trulia disclosed it spent over \$380 million on sales and marketing in 2016. These figures don't include all other expenses, as Zillow reported its total costs and expenses at over \$1 billion for 2016. Realogy works with much larger figures due to paying agent commissions, so the company had over \$5.4 billion in total costs and expenses in 2016. With U.S. property owners holding \$15 trillion in private property, there is no inexpensive way to approach decentralizing the industry.

Attempting to compete on the marketing front is a substantial financial undertaking. This is where the strength of the unity within the Deed Network functions at a high level. The agents in the network don't have to pay to be connected to sellers and buyers that are holding DEED. The agents in the Deed Network are working on a 1% commission instead of the traditional 6%. The agents are benefitting from receiving clients with zero acquisition costs. This allows homeowners to retain tens of thousands of dollars from the equity of their home. The buyers are receiving potential rebates that can account for thousands of dollars as well.

In the current market conditions, over-saturation of real estate brokerages has caused a market of low transactions per door, and increased predatory marketing costs to convert more customers.





## 2.3 - Agent Incentives

(Numbers based on listing commissions in the U.S.)

**6.3 million homes sold yearly ÷  
86,000 real estate brokerages =  
73 homes sold per year per broker @  
(3% commission - 1% marketing costs) =  
73 homes sold @ 2% =  
146 Property Commission Units (PCU) at 100% labor.**

The overhead of running a real estate office that only receives an annual average of 73 transactions at 2% commission creates a struggle to stay in business. The market model currently has favored centralization of “mega brokerages” that create national franchises who charge franchise fees and advertise nationally. This abundant scale business model causes a few large chains to be able to advertise and retain customers at 6%.

In regard to labor costs, operating a deal at a 2% commission typically does not include a Transaction Coordinator (a second person to handle day-to-day progress of a deal). This leaves 100% of the labor cost on the agent. The 2% with 100% of the labor costs equates to the same dollar per hour as 1% at 50% labor. Deed includes these Transaction Coordinators via cloud access for free on each customer transaction, helping both agents and consumers.

Let's look at the Deed model. Deed partners with regionally independent brokerages, creating decentralization of real estate providers. This model is the equivalent of regional service providers all operating under the same universal protocol, like local cell phone carriers using the same frequencies. Deed customers come with no acquisition costs, or franchise fees, in addition to decreased labor costs with the Transaction Coordinators. Independent brokerages can continue their current business while adding Deed customers. This provides additional revenue to the office and agents while helping the local customer base.

## 2.3 - Agent Incentives

Running the same metrics on the Deed system provides an *ADDITIONAL*:

6.3 million homes sold yearly X 1% market penetration =

63k Transactions ÷

Estimated 450 Deed brokers =

**140 Transactions per broker**

**PER % of MARKET @ 1% commission @ 50% of Regular Labor**

Deed transactions + 146 Transactions at 100% labor

From standard real estate business already established

=286 PCU for the broker

As the average house costs \$240,000, each PCU is worth \$2,400:

Without Deed: 146 PCU x \$2,400 = \$350,400 Revenue

**Joining Deed: 286 PCU x \$2,400 = \$686,400 Revenue**

Joining Deed doubles the brokerage revenue PER 1% of market penetration.

Because the 140 PCU applies per each 1% of market penetration, the revenue can be extrapolated as more customers use Deed:

**Deed @ 1% Penetration: \$686,400 Revenue Per Broker**

**Deed @ 5% Penetration: \$3,432,000 Revenue Per Broker**

**Deed @ 10% Penetration: \$6,864,000 Revenue Per Broker**

**Deed @ 20% Penetration: \$13,728,000 Revenue Per Broker**

These revenues that are produced at lower labor costs, grow as the Deed solution is adopted, and are free to access for fitting brokerages.



## 2.3 - Agent Incentives

Initially, Deed brokers will most often be on ONE side of the deal and will charge 4% instead of 6%, while giving away the 3% to a regular market buyer's agent. As Deed grows, the brokerages in network don't charge extra when the buyer is also supplied by Deed. Deed requires brokers not to "double dip" on commissions when the network brings both sides of the deal to the brokerage. Because of geographic protections, sellers and buyers in the same area will go through the same brokerage. The likelihood of this occurring is directly based on market penetration. At the point in time that Deed penetrates 5% of a market, this has a 1 in 20 chance of occurring. When this occurs, the revenue is already at over \$3 million for the broker. When this becomes a 1 in 5 chance, the revenue is already over \$12 million. Due to the decreased labor costs and increased customer readiness when starting a transaction, Deed supports more transactions without labor hours, or wasted time.

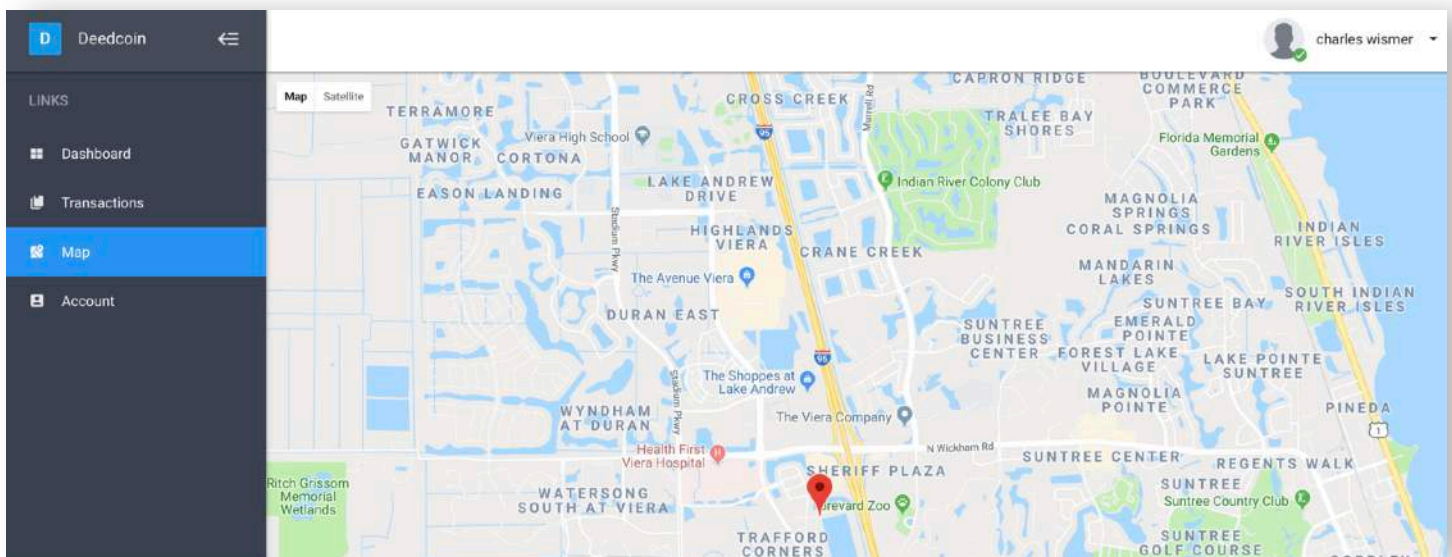
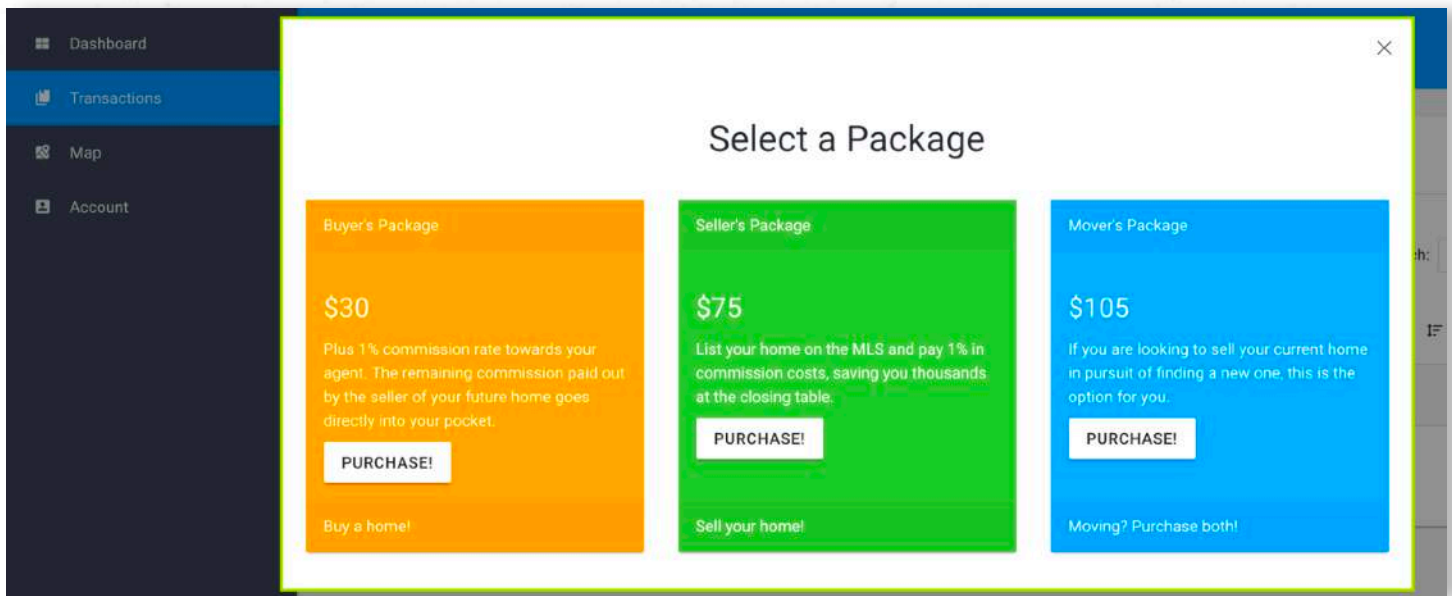
Deed connects agents and customers through the network so agents do not spend marketing dollars and days walking neighborhoods. With Deed, their time is spent actually helping customers through real estate transactions. All progressive thinking agents will see the wisdom in this new business model. Deed keeps broker costs down, so they can still continue to operate their existing businesses while handling the additional Deed transactions. The culmination is that Deed provides the marketing, transaction support, and customers. Brokers still work on discounted commissions, so there is no additional overhead eating up revenues due to the zero acquisition cost for Deed customers. This allows dollars to be spent on marketing, regional expansion, and systems that improve the Deed Network.



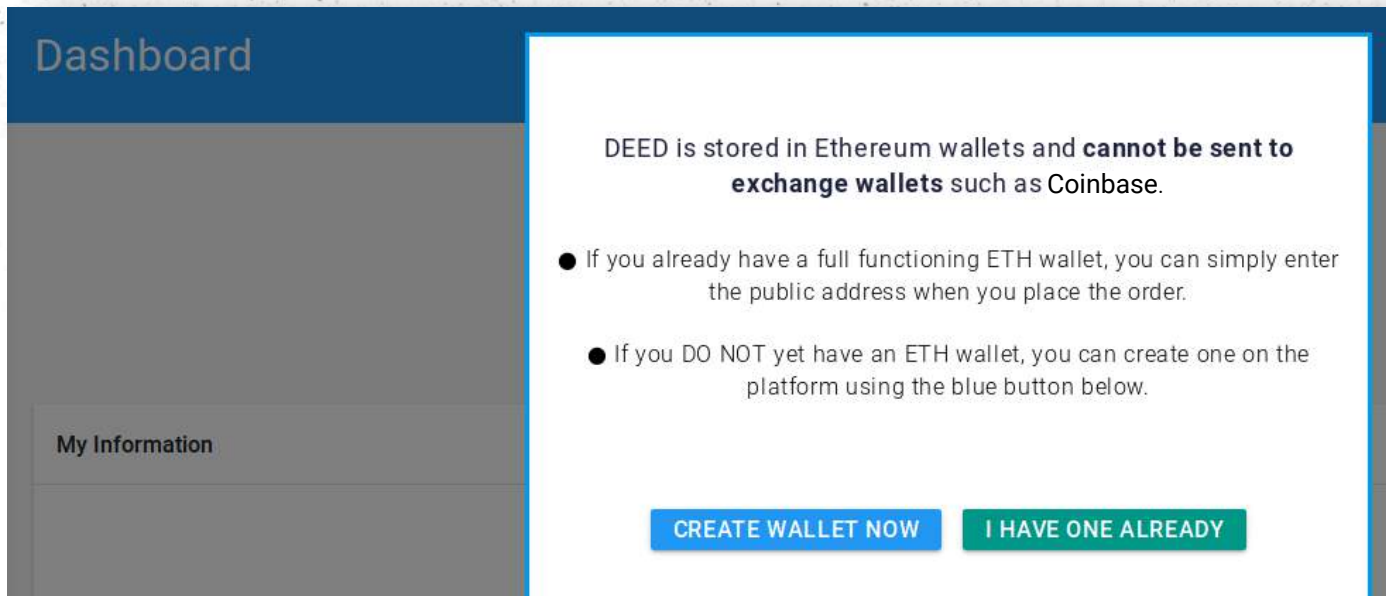
# d Real Estate Platform

## 2.4 - Technology

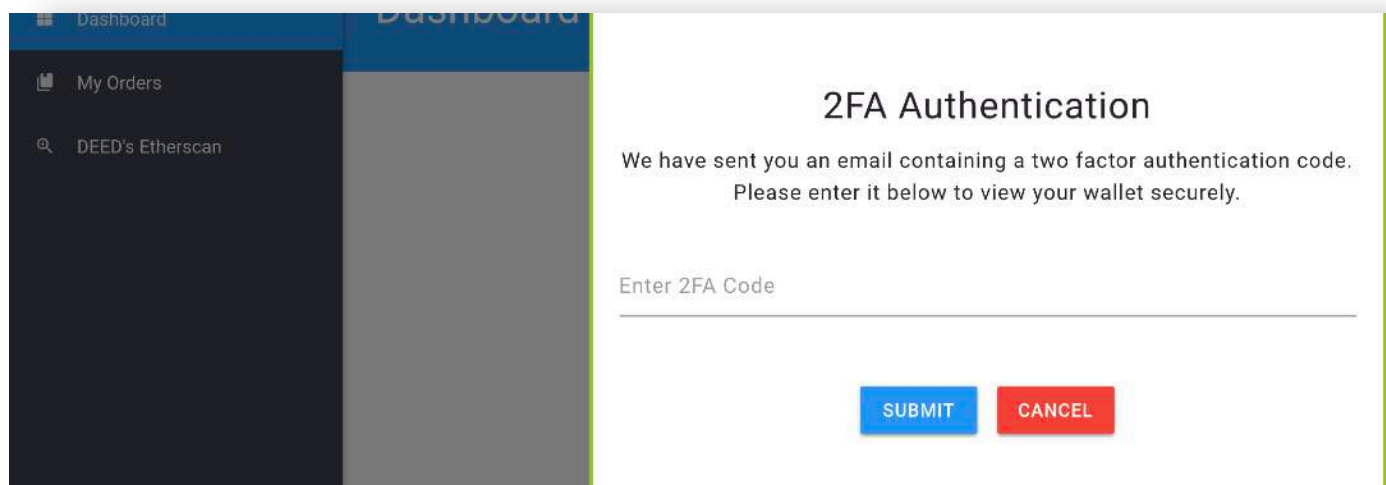
The Deed Network tokenizes real estate commissions and is the only token backed by a massive industry with redemption value centered around percentages of a target asset. Like all blockchains, the math is difficult. Deed makes it simple by building a front end that calculates everything in the background, and even maps the local Deed brokers.



## 2.4 - Technology



The platform is already active and the token serves on an existing infrastructure, allowing DEED to be purchased with credit cards and Ether wallets that are automatically created. DEED is a ERC223 token and completely backwards compatible with ERC20 protocol and wallets. By making this on-boarding simple and secure, Deed allows people with no knowledge of cryptocurrency to use the platform to buy, or sell property. All wallets are protected with AES256 CBC encryption and 2FA access security.







## 2.4 - Technology

**CLOUD TRANSACTION PROCESS** - The best real estate agents have a secret: transaction coordinators. These coordinators are hired by the agent on a per-deal basis to help move transactions along between the many parties of a deal. To close on a home, lists of tasks need to be completed which are easily forgotten without the aid of a transaction coordinator. The list is long, but typically includes things such as: ordering surveys, ordering inspections, filling out ongoing paperwork, calling lenders, reminding clients of due dates, setting closing dates, ordering re-inspections, compiling punch-out repair lists, finding trust documents, updating transaction status, dealing with communications between parties, and many more tasks that change with each transaction.

To stay legally compliant in a real estate contract, it is essential to have transaction coordinators whose sole responsibility it is to deal with these things.

Deed will provide required on-site Transaction Coordinators assigned to all contracts in the Deed Network. This is at no extra cost to our brokers, or users, and serves to make our people among the best in the business. By managing these coordinators from a central location, we can be sure that your deals are always moving smoothly and efficiently. Users will commonly communicate more with their transaction coordinator than their agent after the contract phase to stay up to date on the progress of their deal.

**AGENT RATING SYSTEM** - It is currently impossible to know how good an agent is at doing their job. There is no centralized review database, or rating system to let you know what kind of agent you are hiring. This makes choosing an agent very difficult, and causes customers to hire and fire a few agents before finding one that can meet their needs. By having our Deed agents all in one network, we are able to not only find out how their customers rate them, but also see how well they are doing their jobs from the information relayed by their transaction coordinators. Deed will ask users and coordinators to rate their agents through the central database after transactions. Deed will also take input from customers directly through the Transaction Coordinator's contact with customers and agents. Deed will improve, or replace subpar agents anywhere in the country through their partnered brokers. Deed will constantly revise our network to offer only the highest caliber of effective agents to our consumers.



## 2.5 - Social Good

Deed brings pro bono to the real estate world with the "Good DEED" program. Pro Bono is the Latin phrase for professional work done voluntarily and without payment. The history in the legal field dates back to 1770 when John Adams took on the pro bono defense of British soldiers. The American Bar Association even backs this act of charity with Model Rule 6.1, stating that "a lawyer should aspire to render at least (50) hours of pro bono public legal services per year."

The real estate industry hasn't been nearly as progressive in providing such acts of kindness. The perception that real estate agents overcharge has gained a lot of traction in recent years. This pro bono program will help alleviate some of that frustration, and rekindle the relationships between homeowners and real estate agents.

The "Good DEED" program is designed for people that are truly in need of real estate services they cannot afford to pay. This program is targeted toward buyers that may not have enough money for a required down payment, or sellers with limited equity. This will be based on what they owe the bank, and what the home can actually sell for. This type of home is commonly referred to as a short sale.

Lack of compensation has prevented access to forms and agent assistance for those in the short sale process. Currently, banks take homes without allowing the owner to walk away with the few thousand in equity that would otherwise restart their lives elsewhere. By providing real estate services pro bono in these situations, Deed can help those on the edge of homelessness find relief.

This program will have an immediate impact throughout the country by providing the only option to access agents for those in unfortunate situations where no equity is dispensable.

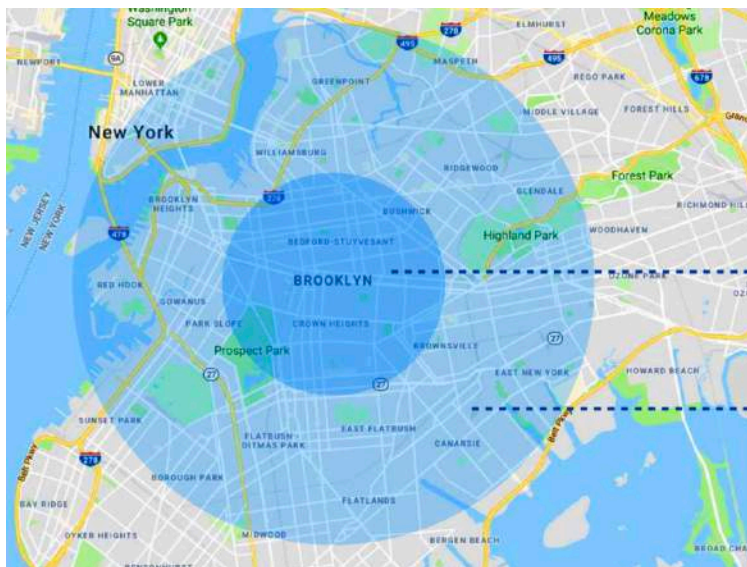


# d Real Estate Platform

## 2.5 - Social Good

In addition to the satisfaction of giving back to those in need, the program will allow agents to gain traction against their competitors. People genuinely want to do business with those of a high moral compass, especially when it comes to making the largest purchase of their lifetime. Customers seeing Deed brokers work on reduced commissions, in addition to helping those in need, makes for a perfect fit in building a strong relationship with the local community.

Deed will incentivize their brokers as part of the company's contribution to the effort. The Deed platform is based on a volume-approach customer pool. The potential income of the broker is based on the radius of the customer pool available to the broker. For every \$100K in pro bono property volume, Deed will expand the broker's territory radius by two miles. The current Deed brokers work exclusive territories within a 25 to 50-mile radius. This extra territory will be allocated for one year.



Standard Deed broker footprint.

Potential customer reach earned through social good.

If there is another broker already occupying the additional territory, the two-mile radius will be extended accordingly in another direction. Deed agents will distinguish themselves even further from their competition. They will not only be strengthening their position in their existing territory, but also expanding into new markets. The Good DEED program allows agents to excel through impacting their community positively.



## 2.6 - Revenue Models

Deed has a diversified revenue strategy that doesn't rely exclusively on the capital raised from the token sale. Although Deed will not be charging fees to brokers in the network, the network will produce revenue to grow the Deed system. Operational funds for maintenance, marketing, and growth are derived from the following:

**CORE MARKETS** - Certain areas that Deedcoin Inc. selects will be deemed "Core Markets." These areas will have a Deed corporate real estate brokerage to cover the customer footprint, at the same rates as available anywhere in the network. These Core Markets will be selected based on the metrics of having an exceptional transaction volume, currently paying 6% commissions, and high average property prices. By maintaining these markets and retaining the 1% commission, Deed will be able to produce excess revenue to assist in sustaining the network brokers.

**POSITIVE VALUE PARTNERSHIPS** - Sellers and buyers need certain products and Deed plans to partner with service providers to show a choice of three options for each product type. Services such as mortgage providers, insurance carriers, home inspectors, and property warranties could be cleanly proposed to the customer, reducing the legwork of finding these options on the regular market. Deed plans to negotiate value for the users into each contract to ensure providers will offer a discount to Deed customers referred through the platform. This win/win approach will assure all elements of the Deed platform remains the best option for the customer along with producing operational revenue for Deed.

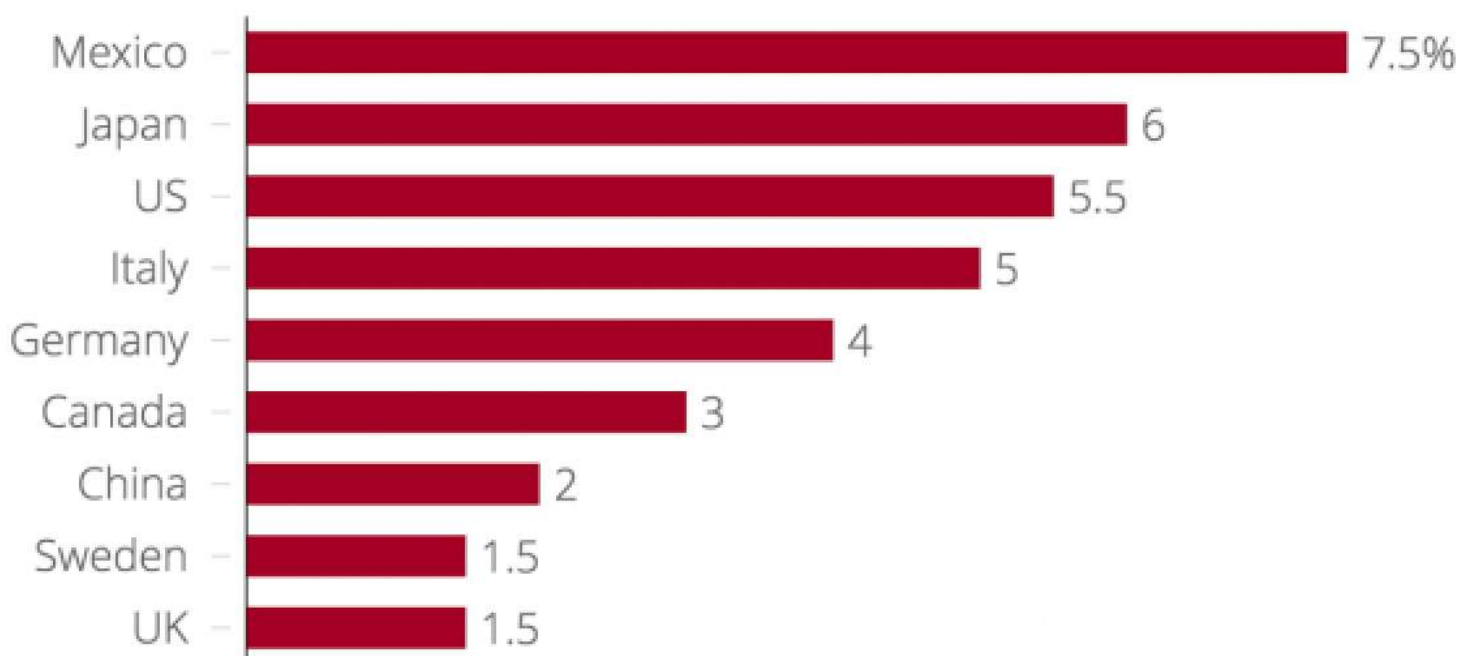
**GROWTH** - Revenue will be generated as the growth of Deed penetrates new markets. As more real estate clients get exposed to Deed, they will help build more participation in the platform. When these additional clients join the platform, the growth of the network will benefit everyone involved.

**POSITIVE VALUE PARTNERSHIPS** - An additional revenue stream will come from service providers that are directly supporting the brokers. These service providers in the trades like contractors, HVAC, and plumbers will be referred to Deed brokers in their area. These providers will contribute to the platform financially to have exclusive access to work with the brokers and clients.

# d Executive Summary

## 2.7 - International Expansion

Deed recognizes that the problem it's trying to solve in the United States is also prevalent throughout the rest of the world. While it does function as a cryptocurrency, Deed's true target audience is not just the blockchain industry. The targeted audience is the real estate industry, which effects every single person in the world. To create a democratizing service that has the ability to uplift so many, and yet reserve it only for a particular few, is both philosophically and economically unethical. That is why it is imperative that Deed generates the support it needs to truly reach international penetration. The reason Deed works so well is not just because it is a decentralized ledger technology, but also that the human infrastructure needed to adopt it is well-established and rapidly growing. No two real estate transactions are the same. That model can be followed when comparing them across international lines, where they would most likely appear even more dissimilar. The United States has high real estate commissions, but there are other countries that have comparable commission costs. We expect a penetration budget averaging \$3M per nation, for the five nations following the U.S.



## 2.8 - Gen3 MLS

**FREE AND OPEN ACCESS TO DATA** - In the current system, all houses are listed for sale to potential buyers through MLS (Multiple Listing Services). Once data is entered in these systems, other services such as Zillow post it through syndication software. These services are outdated, slow, error-prone, and expensive. From a business standpoint, the control of data is extremely profitable. The National Association of Realtors (NAR) in the U.S. has licensed the rights to these MLS systems exclusively to agents. To become a REALTOR®, a licensed person must pay dues to the NAR, state, and often county organizations. By making the MLS only accessible to NAR member agents (REALTOR®), the NAR has managed to discover a residual method to charge \$800 for the MLS by branding the fees as NAR membership dues. The heightened costs paid by each agent are then recouped from the customers by charging higher commissions. Without NAR controlled MLS systems, costs reduce. An open MLS system would also allow customers to access the houses for sale directly, receive all agent accessible information, and seeing historical data. All of this is accomplished by having a third generation MLS being open and free to the public. No longer would customers have to see the reduced and faulty information on a third party site such as Zillow, or Trulia. A new MLS can be fully maintained by agents paying lowered fees for each listing, instead of inflating industry costs.

Since this data is for sale to third party sites from the MLS systems, marketing companies have become very effective at monetizing the data sold. The agents input the data into MLS systems they later have to pay to access, however customers cannot access these systems. Customers have to find third party information on sites that syndicate the MLS data.

The third party customer platform sells customers back to agents at high rates because the customers are on one platform, and agents on another. With the challenge of customer acquisition as dominant as it is today, agents are forced to pay substantial sums to access these customers. Customer acquisition costs through online marketing can be between \$2,000 to \$4,000 per transaction that reaches the closing table. These costs transfer, of course, back to the customer paying high commissions through market economics.





## 2.8 - Gen3 MLS

Deed will merge these platforms in a way that is not possible without both a real estate network and customer base on the same system. Deed customers use DEED to save money, meanwhile agents list homes for Deed customers. As the market share of Deed transactions increases in the marketplace, Deed can transition more of these listings onto its new system. Without a customer base to look at an MLS syndicated sites, and an agent base to input data, a new MLS could never launch against the current systems. Deed is a network full of people on both sides of this new MLS, making it perfectly positioned to revolutionize the industry.

Deed plans to evaluate the options that are most stable and can transfer the most data. Once the best option is determined, Deed will upgrade the DEED ERC223 token by switching it to a new platform at a 1:1 ratio. This platform will support both the economic benefits of blockchain inherent in the initial DEED, and also launch to solve the data control issues in real estate.

By moving the data entered in regular MLS databases to a blockchain solution, a new MLS can store information absolutely. With the public being able to access and use a property information system, it is crucial that the benefits of blockchain are implemented.

Blockchain can store history forever in an unchangeable format, making property history transparent. Data such as price, date of sale, improvements made, zoning changes, ownership, and hidden damages to properties, would become publicly accessible. This solution would assure that customers looking to buy a property would get a full picture and not the limited view that listing sites would choose to show.



## 3.1 - Overview

DEED token reduces the financial burden of homeowners paying inflated commissions to real estate agents when selling their homes. Homeowners typically face a daunting 6% commission, which literally strips tens of thousands of dollars in equity from their most valuable asset.

The DEED token has three unique vectors created through the application of distributed ledger:

1. DEED is the only token to directly convert to a percentage against a real world property price. A user can buy this on an exchange and immediately use it to save over \$200 per DEED on the average home, or \$1,000 on a million dollar property.
2. DEED disrupts the massive economy of real estate commissions, allowing users to pay 1% instead of 6%. Every 10 DEED save 1% of ANY property's value upon sale. DEED is not a niche technical product. It's designed for everyone that owns a home. Using 50 DEED recovers 5% of the total value of ANY property.
3. DEED is the fuel for an already live platform. Deedcoin, Inc. is a U.S. based company with a broker network spanning all 50 states across 163 cities with international expansion coming in 2019. DEED is truly usable, and is the only token that can be used to hire local agents everywhere with access to a next generation real estate platform.

Deed's platform and broker network was already built and operational before the sale of a single token. Each token sells for \$1.50 at the launch. Sellers that do not use Deed yet are still paying their agents high commissions. With 20 DEED, a property buyer can convert these commissions into closing cost rebates, saving the buyer up to 2% of the price of the property. Because each DEED equals 0.1% of commission, only 20 DEED would be required to get the maximum rebate on the average home purchase.



## 3.2 - Compliance

AML/KYC - Deed has purchased an AML and KYC API subscription from namescan.io (Member Check) and has elected a premium package to run the most thorough database available to prevent purchases of DEED to unauthorized people. These integrations will be in all Deed Sales Portals. The company contact information and a sample result are below. Additionally, all required documentation will be received from accredited investors before sale of token.

SEC COMPLIANCE - The team behind Deed believes that the advancement of the blockchain product base benefits from regulation. This assures that the solutions offered to industries through Decentralized Ledger do protect consumers. DEED retained the law firm of Thompson Bukher LLP on Broad St, New York, NY, at launch, to ensure that Deedcoin Inc. adheres to regulation. DEED is currently usable on deedcoin.com and the online map shows all 50 states with active Deed partnered brokers ready to help DEED holders. Deed can integrate with member check to bring AML and KYC into the launch platforms.

The DEED token is the regular Deed that is fully usable on the Deed Network when sold. This token is limited to no more than 1500 DEED per U.S. purchaser. DEED tokens are designed to be used. By setting a limit to the amount purchased for use, Deed can avoid speculative investment in the utility-designed DEED token. Limiting the amount of DEED per person also helps widen the customer base and, therefore, the use of the Deed network.

Deed has chosen to issue non-usable tokens to mark these purchases of SAFT to make the issuance of future DEED simple with a smart contract. DDS tokens are hard coded non-transferable, and will be burned after replacement with DEED. Deed has chosen to issue the SAFT token to purchasers who wish to purchase more than 1,500 DEED tokens (\$2,250) as a security, issuable only to accredited investors pursuant to Rule 506(c) of Regulation D. These SAFT tokens will convert to DEED when the network is more robust before the end of 2018. Any DEED SAFT sales will cause an equal amount of DEED to be held in reserve for the future replacement.



## 3.2 - Compliance

**HOWEY ANALYSIS** - DEED token is a utility based token, however to comply with the possible future regulatory landscape in the U.S., DEED has chosen to go above and beyond in compliance. The sales portals offer all appropriate documentation, know your customer and anti-money laundering API's built in, and limit requirements for token purchases. Deed commissioned a HOWEY Analysis from the attorneys at Thompson Bukher LLP, which supports the token as a utility. DEED has still chosen to set limits to the token purchase quantity and comply with the SAFT model for purchases beyond those limits. As SAFT are Reg D exemption securities, accredited investors must provide documentation for purchase of DEED SAFT. Important sections of the HOWEY analysis for public review have been included below:

**HOWEY ANALYSIS- HOWEY MEMORANDUM EXCERPT-** This memorandum addresses whether or not Deed would be considered "securities" under Section 2(a)(1) of the Securities Act of 1933 (the "Securities Act") or Section 3(a)(10) of the Securities Exchange Act of 1934 (the "Exchange Act"). The broad definition provided in Section 2(a)(1) of the Securities Act defines a security as "any note, stock, treasury stock, security future, security-based swap, bond, debenture, evidence of indebtedness, certificate of interest or participation in any profit-sharing agreement, investment contract, or, in general, any interest or instrument commonly known as a 'security', or any certificate of interest or participation in, temporary or interim certificate for, receipt for, guarantee of, or warrant or right to subscribe to or purchase, any of the foregoing." Based on the above definition, our analysis of relevant case law, and our reading of the White Paper, we have determined that Deed are highly unlikely to meet the legal definition of "security" and that neither the Pre-sale nor subsequent secondary trading of Deed would fall within the purview of federal securities laws.

We do not believe that the purchase of Deed could constitute an investment due to the design and marketing of Deed and the Platform. Specifically, the Alpha Formula, described in great detail in the White Paper, serves as an effective barrier to potential "investors" who may have otherwise purchased Deed with the sole intention of reselling the tokens for profit. By actively tracking the average market price of Deed and adjusting redemption ratio accordingly, the Alpha Formula renders Deed's market price a meaningless metric for would-be investors. By controlling the redemption ratio on a per-user basis, the Alpha Formula ensures that users will only ever purchase as many Deed as they require to achieve maximum commission reduction and, consequently, that they will always spend the same amount of money on their Deed purchase, whether the current market price is \$10.00 or \$1,000.00. Accordingly, the true value of Deed is determined not by their market price but by their redemption ratio.

Expectations (of profit) are determined by examining an issuer's representations to potential purchasers. Under Howey, "an investment contract ... means a contract, transaction or scheme whereby a person invests his money ... and is led to expect profits ..." Howey, 328 U.S. at 298-299 (emphasis added). Nothing about the Platform's stated purpose or intended use creates the impression in the purchaser's mind that DC ownership could be "employed to secure income or profit." The stated aims of the Platform are (1) to save Buyers and Sellers money on real estate transactions facilitated within the Platform and (2) to save Brokers money on overhead costs typically associated with running a real-estate practice. The sole stated purpose of the DC is "for use in future real estate transactions," wherein Holders may realize the benefit of DC ownership by accessing Partnered Network Brokers who charge reduced commission. The White Paper plainly indicates that Deed are designed to be a cost-saving tool rather than a profit-seeking tool.

Based on the analysis provided above, we conclude that the rights granted by Deed are highly unlikely to constitute an investment interest because they are not sold or purchased with an expectation of or mechanism for realizing profit. Accordingly, Deed more closely resemble a simple contract, such as a ticket purchase, rather than an investment or security. We recommend that any purchase of Deed, in excess of 1,500 units, be limited to accredited investors. To be clear, such limitation will not allow the Company to utilize the registration exceptions promulgated under Regulation D Rule 506(b) (in light of the fact that we continue to take the position that Deed are not a security and, therefore, do not require such exception), nevertheless, such limitation would ensure that Deed are only purchased in bulk by parties who are sufficiently sophisticated to understand the risks of doing so should they choose to pursue an investment strategy with the Deed in contravention of the Company's stated utility goals for the tokens."





## 3.2 - Compliance

PURCHASER ASSURANCES - Deed will work to provide the safest token launch possible with purchaser protections summarized in the table below.

<u>Protection Category</u>	<u>Details of DEED protections</u>	
SEC Compliance	<b>YES</b>	DEED tokens are backed by a HOWEY analysis sold under a usable limit of 1500 tokens per purchaser. These tokens will be usable throughout the U.S. before sold. Deed has chosen to issue the SAFT token to purchasers who wish to purchase more than 1,500 DEED tokens (\$2,250) as a security, issuable only to accredited investors pursuant to Rule 506(c) of Regulation D.
Funding Allocation	<b>YES</b>	All contributions after the private/presale are held to be released on an as-needed basis matching the DEED roadmap. Funds will be moved to cold storage with physical key access at a secure banking location with keys held by two licensed staff members. Equity holders of Deedcoin Inc. receive no salary or compensation before sales are complete.
State Licensed and Background checked	<b>YES</b>	Many of Deed's core team and staff hold Real Estate licenses and have been subject to state background checks prior to licensure. Our licenses are designed to ensure we always protect the public and represent the best interests of the customers.
Legal Team	<b>YES</b>	Deedcoin, Inc. retained the law firm, Thompson Bukher LLP of NY, during launch to remain compliant with regulation.
Patent Pending	<b>YES</b>	Deed Network is currently patent pending and copyright protected.
KYC and AML	<b>YES</b>	Deed retains necessary information to remain compliant as token holders redeem token for real estate services.
Usability Token	<b>YES</b>	DEED is fully usable on the Deed Network and does not pay dividends or provide voting rights. The DEED token is usable throughout the U.S. The SAFT variety converts later to DEED.



### 3.3 - Usability Metrics

The Deed mission is to make crypto easy for users to join and accomplish real estate transactions. This section covers the inside mechanics of exactly how Deed functions against commissions.

Customers joining Deed to hire agents can simply create an account and DEED wallet with button clicks. To begin a transaction, customers simply need to purchase DEED with a credit card in the dashboard at market price, or send in the DEED they already have.

Every 10 DEED save 1%. This means property sellers can save up to 5% of the price of their property by using 50 DEED. Buyers can rebate commissions of up to 2% with 20 DEED.

On the average property price of \$240,000, each 10 DEED save \$2,400. Each DEED saves 1/10th of a percent, equivalent to \$240 on the average home.

DEED functions against a percentage on a real world property. DEED has a back end formula named ALPHA to decrease the required amount of DEED should DEED ever become less cost effective than intended. This means that the Deed Network will require 10 DEED, or LESS per 1%. Should free market pricing of DEED ever bring the price too high to be effective for a low priced property seller, for example, this formula may require only 1 DEED for a full 5% savings.

This is all done dynamically and in the back end, however the Deed Network exemplifies transparency, and this section explains the dynamics and mathematics that operate in the back end.

Users are not expected to understand this to use the Deed Network, however early adopters need access to all the details if they choose to delve deep into the platform operations.

### 3.3 - Usability Metrics

USER INTERACTIONS - Maximum savings are realized when the market transitions fully to Deed. If both the buyer and seller use DEED, the commission can be reduced to 1%. Deed users can also interact with any seller or buyer not using DEED, and realize substantial savings. The graphic below indicates the possibilities based on Deed users being on both, one, or neither side of the transaction.

SELLER'S SIDE		BUYER'S SIDE		SELLER BENEFITS	BUYER BENEFITS
<u>The Old System</u>				Seller pays standard high commissions without Deed	Buyer receives no benefits without Deed
Home Seller Without Deed	Conventional Seller's Agent	Conventional Buyer's Agent	Home Buyer Without Deed		
Pays 6% Commission	Gets 3% of Commission	Gets 3% Commission	No Rebate At Closing		
<u>Only Seller Using Deed</u>				Seller receives a savings of 2% by using Deed	Buyer receives no benefits without Deed
Home Seller With Deed	Deed Seller's Agent	Conventional Buyer's Agent	Home Buyer Without Deed		
Pays 4% Commission	Gets 1% of Commission	Gets 3% Commission	No Rebate At Closing		
<u>Only Buyer Using Deed</u>				Seller pays standard high commissoin without Deed	Buyer achieves a 2% rebate at closing using Deed
Home Seller Without Deed	Conventional Seller's Agent	Deed Buyer's Agent	Home Buyer With Deed		
Pays 6% Commission	Gets 3% of Commission	Gets 1% of Commission	Gets 2% Rebate At Closing		
<u>Deed Internal Transaction</u>				Maximum savings of 5% are achieved when both parties use Deed	Optimized market condition, eliminating the buying agent means savings for all users
Home Seller With Deed	Single Deed Agent for both Buyer and Seller				
Pay 1% Commission	Gets 1% of Commission				



## 3.3 - Usability Metrics

### **SECTION DISCLAIMER**

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**MARKET QUANTITY REQUIRED-** The Deed broker will keep 1% of the home's value as commission instead of the standard 6% that agents receive today.

The DEED calculation required to get to the 1% discount is easy. A user simply takes the average market commission rate, whether it be 6%, 5%, or 4%, and subtracts 1% from it, because the DEED Network runs on 1%. Then the user multiplies this result by 10, because 10 DEED eliminate each 1%. For example:

- John is in a 5% commission market selling a \$200,000 home
- Subtracting 1% (for Deed Agent) from the 5%, leaves 4% remaining
- Multiply 4% by 10 which equals 40 DEED,
- Because each 10 DEED reduce 1%
- This converts the percentage to DEED
- John needs 40 DEED to save \$8,000 (4% of \$200,000)

The process is equally efficient for buyers. Buyers don't typically receive any credit when they buy a home as sellers pay the whole commission. Using DEED, buyers can now get a rebate at the closing table from sellers that pay high commissions outside the Deed Network. Deed runs on 1%, so a Deed property buyer can get a credit for any commission above this 1% at the standard rate of one DEED per 0.1% commission. For example:

- Susan is buying a \$300,000 house that has a 3% buyer's agent commission
- Subtracting 1% from the 3%, equals 2%
- Because DEED will run on this 1%
- Multiply the 2% by 10 DEED, which equals 20 DEED
- This converts the percentage to DEED
- Susan needs 20 DEED to get a credit of \$6,000 (2% of \$300,000)

The amount of DEED exchanged for these same credits will potentially decrease based on the DEED required formula. This formula makes each DEED provide higher savings as users will be able to achieve the same savings with less DEED.

Fortunately for users, math is not required. Deed will always have a calculator on the website to show you how many DEED you need based on the zip code and property price. All formulas are open source and included later in the white paper. Deedcoin, Inc. believes in full transparency.





## 3.4 - ALPHA FORMULA

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DEED ALPHA - Deed is simplified to help all users. Deed has a calculator to always figure out the DEED required, however Deed wants our users to understand how that calculator works. As the current market total commission reduces, less DEED are required to eliminate the remaining commission. Remember, Deed runs on the last 1%.

DEED Alpha activates should the price of an exchange DEED "price out" a lower property cost customer. In short, the DEED Alpha formula finds the property price point at which DEED savings are most effective. Then, at any point under that property price, it automatically prorates the DEED required. Less DEED are required to achieve the same savings. This makes each DEED more effective to achieve full savings to a property owner using the DEED when buying, or selling.

Deed must keep the network accessible for new Deed adopters. To assure new users can adopt Deed, the formula keeps it viable to purchase on an exchange for use in a Deed Network transaction through proration. The Deed model will provide savings over the conventional real estate model, regardless of the price new users pay on the exchange, based on the proration in the DEED Alpha formula.

$$Dr = \left( \frac{Pp}{Ar * 100} \right) \left( \frac{Cpin}{Dp} \right)$$

Dr = DEED Required for Full Discount  
Pp = Subject Property Price  
Ar = Alpha Ratio (set to 2)  
Cpin = Commission Points Saved in Network  
Dp = DEED Market Price Averaged Over 3 Months

This will be calculated automatically for users on Deed's website. Users simply enter the property price and zip code and the DEED required will be outputted based on this formula. This output is compared to the regular DEED required. The lower of the two results is requested from the user.



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**DEED TOKEN SAVINGS IN A 6% MARKET** - In 2016, the total commission paid to real estate agents nationwide equaled \$3.4 billion. Deedcoin can save 83% of real estate commissions by lowering it from 6% to 1% with both sides using DEED. As a result, Deed has the potential to realize savings of \$2.8 billion per year (of the \$3.4 billion) in the industry. In the U.S. market, approximately seven million property transactions happen per year including both residential and commercial properties. We need to apply these numbers to the Deed system to estimate savings utilized per DEED across the market including commercial transactions.

\$225,000 average home price \*  
5% commission saved =  
\$11,250 commission saved on average transaction ÷  
50 DEED used per transaction =  
\$225 average commission savings per DEED

In the above formula Deed has calculated the average commission on EACH property, meaning the company has eliminated the variable of market penetration. This average is based on the existing market for U.S. real estate. By calculating the average savings per token based on the average commission paid, we find that Deed saves a market average of \$225 per token. However, Deed is not done providing usability. Deed's Alpha system activates to preserve token usability for all sizes of transactions. Deed's formula is built in tiers that reduce the total DEED requirement as the market penetration advances. This allows the savings value of each DEED to rise beyond this initial average value. DEED is a usable token on the Deed Network, and makes no claims that the value of a DEED will increase. However, as we do not control the value of DEED on exchanges, we have integrated a contingency formula that will retain usability for each DEED to make it's savings cost effective for all consumer levels.

**DEED TOKEN SAVINGS IN A 3% MARKET** - Deed savings are scalable. We will run the calculation above again, but adjust the DEED requirement based on the table above. DEED Alpha can reduce the commission to 3% as one example to help customers realize savings. Users now only need 20 DEED to eliminate 2% of the commission.

**DEED TOKEN SAVINGS IN A 3% MARKET** - Deed will run the calculation above again, but adjust the DEED requirement based on the table above. DEED Alpha can reduce the commission to 3% as one example to help customers realize savings. Users now only need 20 DEED to eliminate 2% of the commission.

\$225,000 average home price \*  
5% commission saved =  
\$11,250 commission saved on average transaction ÷  
**20** DEED used per transaction =  
\$562 average commission savings per DEED



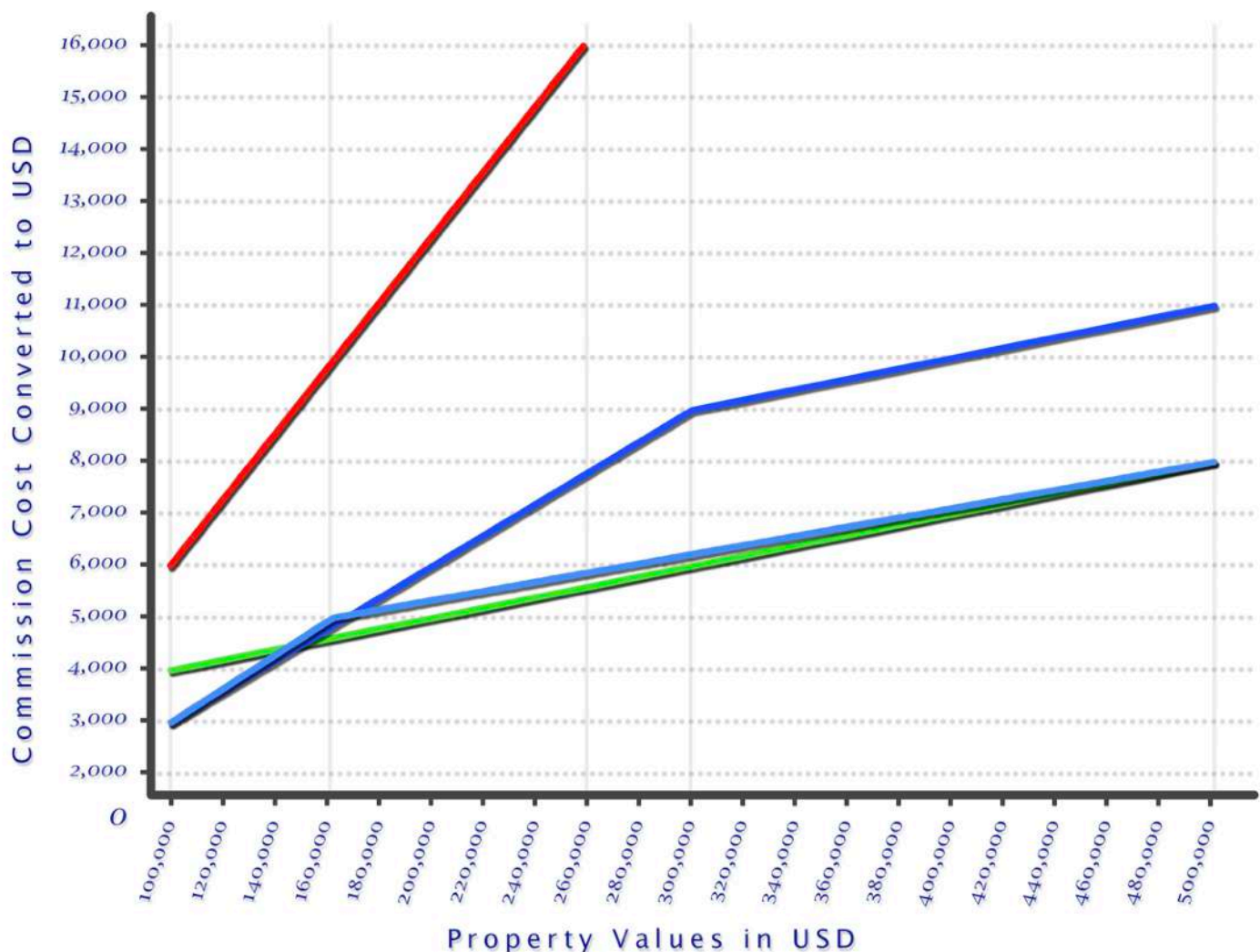
## 3.4 - ALPHA FORMULA

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This graph shows the comparison between commission cost with, and without Deed, at various property prices and market conditions.

- Regular 6% commission.
- Deed Non-Alpha commission.
- DEED exchange at a price of \$160 per coin. Alpha "catches" the lower property price users with prorated DEED quantity required. The formula returns a ratio of 12.5 DEED per 100,000 in property price up to the point that the original (1% commission per DEED) system provides greater savings.\*
- DEED exchange at a price of \$600\* per coin, Alpha formula "catches" the lower property price users requiring less DEED, the formula returns a ratio of 3.3 DEED per 100,000 of property price up to the point that the original (1/10 commission point per DEED) system provides greater savings.



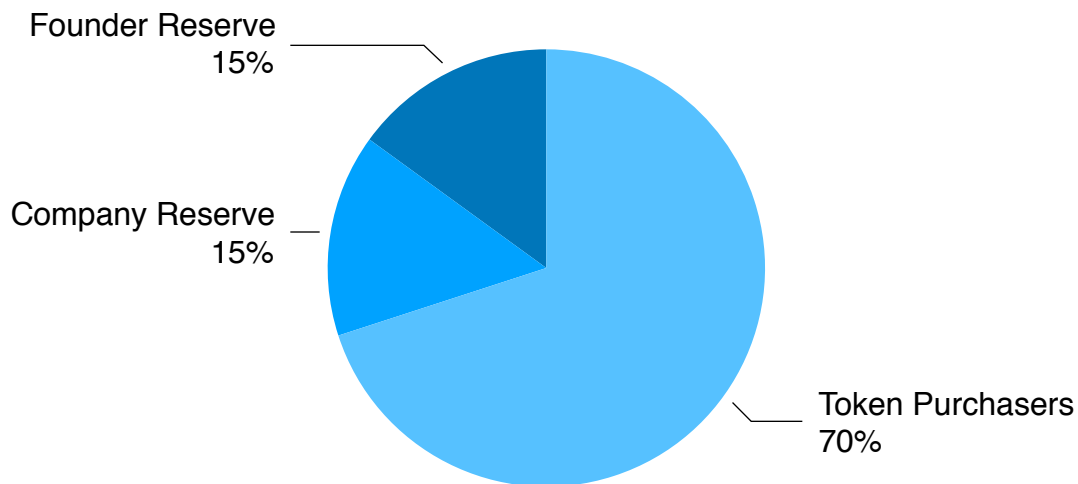




## 3.5 - Token Sale

Deed will release token at the token launch event spanning 2018, converting USD, Bitcoin, Litecoin, and Ether to its new ERC223 token. The token launch will price the DEED at \$1.50 initially with bonus DEED issued based on how early the user contributes. The cost per will be converted to the required Ether, Bitcoin, and Litecoin, based on the average price for the contribution period. DEED are issued immediately based on the smart contract, but Deed holds the right to delay issuance for up to five days, should errors occur. DEED purchases are limited to 1500 DEED (\$2250) for U.S. citizens and without limit to foreign purchasers.

The total amount of DEED in existence will be 29 million, with 18.7 million available for the public, including bonuses. The remainder is split between the company pool and the founder/advisors pool. Founders have a vesting period of one year.



Type	Number	Price per DEED (converted to USD)	Bonus DEED
DEED	0-1 Million	\$1.50	40% Quantity Bonus
DEED	1-5 Million	\$1.50	20% Quantity Bonus
DEED	5-15 Million	\$1.50	10% Quantity Bonus
DEED	15-18.7 Million	\$1.50	0% Quantity Bonus





## 3.5 - Token Sale

The company will sell up to 18.7 million tokens as either DEED and DEED SAFT combined through two avenues, public sale and private sale. The company will conduct a public sale of tokens (the "**Sale**"). The sale will include multiple phases announced at least seven days prior to each stage on deedcoinlaunch.com. These announcements will indicate the date of sale, the maximum time the phase can run, and the maximum number of tokens that can be sold in the phase. The first sale to begin publicly will be in the first quarter of 2018 (the "**Launch Date**") and end after the announced number of token have been sold, or a timer expires.. Phases will end when either all the tokens in the phase are sold, or the maximum time is reached as announced prior to the phase beginning. The final public sale phase will conclude on, or before 12/31/2018 (the "**Sale End Date**"). The Company will also conduct a private sale of tokens (the "**Private Sale**") which will be ongoing beginning on 1/1/2018 (the "**Private Sale**") through one or multiple Deed sales systems. All Private Sale avenues will conclude on or before 01/31/2018, or when 5 million of the 18.7 million DEED have been sold through the private sale systems, whichever occurs first. DEED, or DEED SAFT will be provided to all purchasers depending on the qualifications and restrictions of the purchaser. Deed has the right to move any of these sales phases forward, or back, up to 30 days by posting notice on deedcoinlaunch.com at least seven days prior to the change of date, but all sales will conclude by 12/31/2018. Bonus tokens are provided free of cost with purchased tokens and are not included in the above total quantities. Any SAFT token sold will be replaced by a future DEED, plus additional bonus DEED, from a reserve set aside for future delivery to replace the SAFT token.

Deed is the future of the real estate market. Deed estimates a six-month timeline from launch to bring Deed from usable to a robust final version. During this time period, the DEED SAFT will not be usable until converted to regular DEED. DEED is not the token for those looking to quickly dump on exchanges as soon as they are received in a wallet. DEED is for those who understand the long-term potential of the Deed system to change the U.S. real estate industry. The DEED tokens are for use in those future real estate transactions.



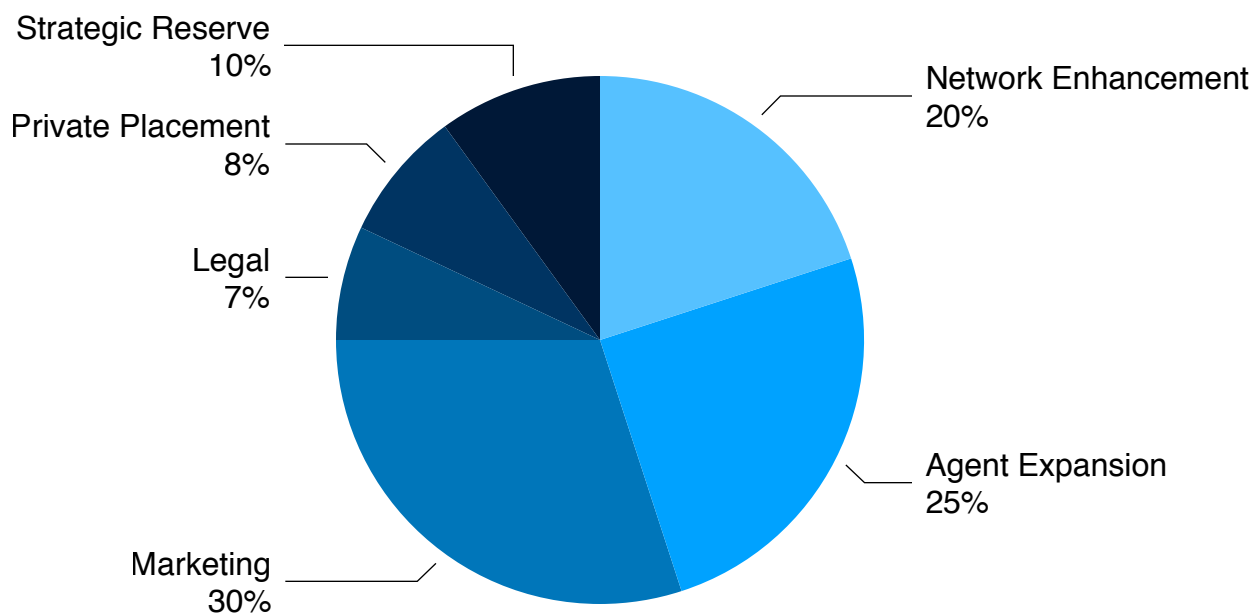
## 3.6- Use of Revenue

The Deed Network is already in existence, but with any platform based company, constant enhancements are needed.

Deed has a primary goal of growing the user base and developing more awareness of the solution. The primary targeted initial group are millennials, either buying or upgrading their first home. This generation understands the power behind technology and has less psychological dependency on the 6% commission model. Marketing will be primarily digital and enhanced by growing partnerships.

Network enhancement and broker expansion are designed to build a stronger user platform and agent websites to help spread the Deed concept in each local area. As the user base scales, the platform must stay ahead. Deed plans to implement targeted agent sites to allow local offices to compete effectively with their franchised neighbors. On the user platform, all live transaction processors will work alongside machine learning applications to deliver answers and actions with scaling swiftness.

Additional funding is reserved for operations. As Deed is a revenue positive model, sales revenue is used for enhancement, and not sustenance. This allows ongoing operation costs to be derived from the revenue model and not the token sale.





## 3.7 - Roadmap

Deed has followed a progressive path of development and implementation throughout the early stages of the project. Creating a usable product and establishing an extensive broker network prior to the token launch has made Deed a trailblazer in blockchain.





## 4.1 - Proof of Use

Unique to the token launch space, Deed's platform was live before the sale of the first token. The groups of pioneering users from the private sale had already begun to redeem the token for real world property transactions. On March 8th, 2018, the first real estate transaction took place, with Deed participating broker Momentum Realty conducting a purchase transition with a buyer in Palm Bay, Florida. The buyer used 20 DEED that he purchased for \$30 and received a total rebate of \$3,780 at closing. That gave him an average of \$189 saved per DEED that he purchased. He received approximately 126 times what he paid for the DEED in addition to acquiring a new home.

The Deed platform is set up for homebuyers as well. With an average priced home of \$240,000, the seller can use 50 DEED to reduce the standard commission of 6% to 1%. The 5% equity savings provided to the seller would be \$12,000.

Deed was placed in exclusive company by providing a true proof of use before the token raise even started. Where most companies in the blockchain raise funds prior to executing their concept, Deed established the platform and broker network prior to the launch.

Deed established the broker network in all 50 states in the U.S. prior to the launch of the token sale. The Deed Network is made up of brokers in 163 U.S. cities. The network is continuing to grow today, with the targeted total number of brokerages at 450. This number allows the brokers to have access to a high volume of transactions while making sure Deed customers throughout the U.S. are able to be connected with a broker.

The brokers have exclusive territories in their area based on population demographics. The radius the brokers work within are between 25 to 50 miles.





The Deed Network is the lifeblood of the platform. Without brokers in place to properly cover the United States, the platform will not flourish. When owners of DEED are ready to make a transaction, they need to have a strong broker to help them in their area. Deed's initial on-boarding goal was to get broker offices established in all 50 states. Original timeline projections had this on-boarding of brokers taking anywhere from four to six months. The innovation of Deed was immediately accepted by the broker community in overwhelming fashion. As a result, the initial phase was rapidly completed in less than three months.

The current broker count is 163 offices represented in all 50 states. The affirmative response from the brokers was due to their immediate belief in the format, and the extensive support system that was put in place for them by Deed. The brokers had to pay absolutely no start up or membership fees to join the network.

They were also given exclusivity to handle all real estate customers generated by Deed within a 25 to 50 mile radius of their office. The circumference of their territory is based on population density. These two benefits are traditionally non-existent in the real estate industry. Agents are accustomed to endless competition, with their area being overly saturated with other agents. They are also used to spending thousands of dollars in marketing for prospect names that are sold to several other agents with no guarantee of success in converting them to clients.

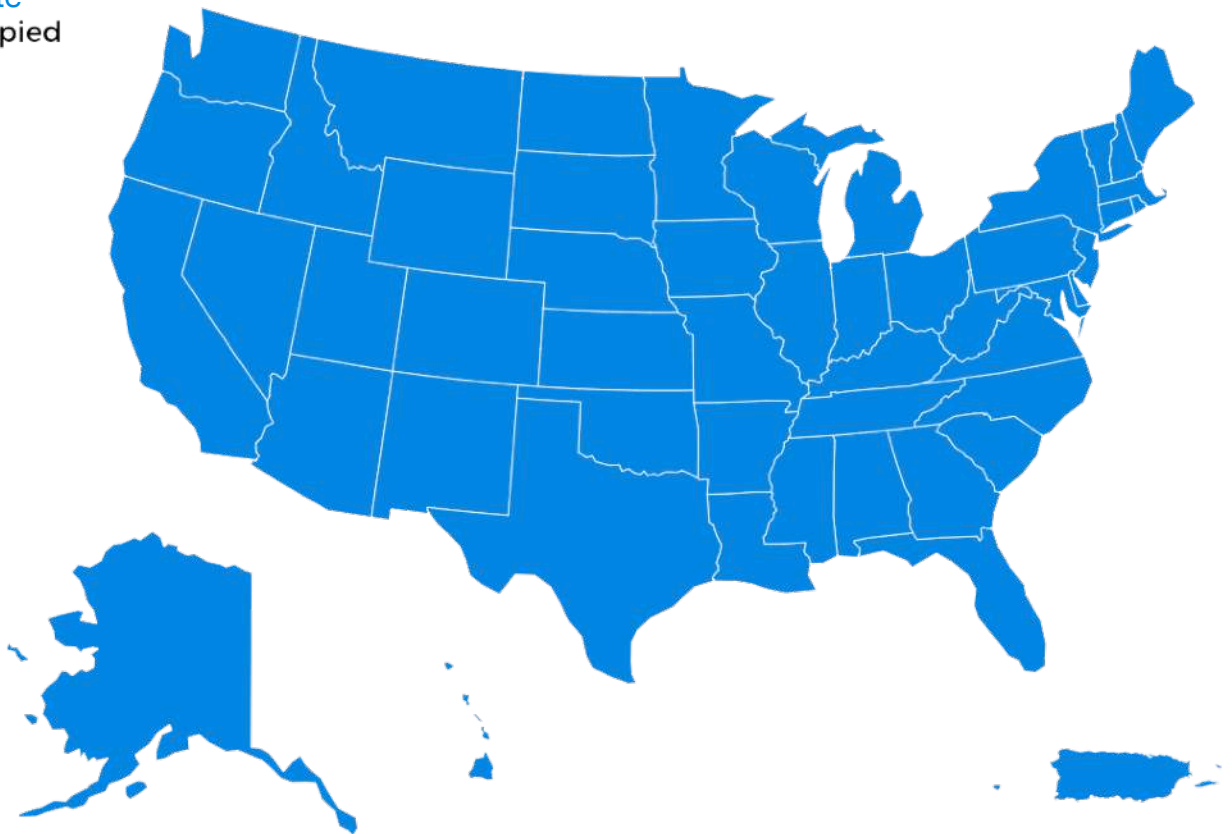
The zero client acquisition cost to attain the Deed customers made the brokers very anxious to secure the territory in their area. The Deed Network is continually growing and the optimal level of agents will be 450 in the U.S. This amount is determined to ensure all urban areas are covered while letting the exclusive brokers benefit from the volume generated.

Deed is also supplying Transaction Coordinators at absolutely no cost to the brokers. Transaction Coordinators are a key part of any successful real estate brokerage. They cut down on the amount of service time the broker has to dedicate to a deal through the closing process. In addition, they make sure the transaction makes it to the closing table in a timely and efficient manner by monitoring the flow of the extensive paperwork involved. These highly-trained individuals cut the labor required for each transaction in half for the broker. A combination of zero client acquisition cost and reducing the labor requirement by 50% on processing the deals has an exponential impact on the profitability of the broker's office.

## 4.2 - Broker Network

Deed is in all 50 States

- Deed state
- Not occupied





## 4.3 - Press

The Forbes logo, consisting of the word 'Forbes' in a blue serif font, centered between two horizontal blue lines.

“Matthew Herrick of Deed says regardless if it’s real estate, lending or insurance, the traditional means of advertising and marketing are being phased out by more organic means of customer acquisition.”

- Forbes

The Yahoo! News logo, with 'YAHOO!' in a large, purple, stylized font and 'NEWS' in a smaller, purple, sans-serif font below it.

“Deed agents can spend the majority of their time and resources closing deals rather than competing for clients.”

- Yahoo! News

The Inc. logo, featuring the word 'Inc.' in a large, bold, black, sans-serif font.

“Deed’s distributed architecture gives power back to the home owners and buyers by tokenizing the process and eliminating any middlemen, facilitating direct interactions between agents and customers.”

- Inc. Magazine

# d eed Token

## 4.4 - Contact



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