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Whitepaper

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House Coupon Token

The First Real Estate Coupon Ethereum Token for Purchasing Properties

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Table of Contents

Executive Summary	P3
Company Introduction	P4-5
History	P6
Competitive Advantages	P7-8
Featured Real Estate Transactions in 2017	P9
Company Publications	P10
About the HCT Project	P11-12
HCT Distribution	P13
Why choose NAREIG HCT?	P14
Management Team	P15
Investment Risks	P16

Executive Summary

NAREIG (North America Real Estate Investment Group Inc.) is the first real estate firm to offer real estate coupon token on the Ethereum blockchain. The token is called HCT (House Coupon Token).

Established in Seattle, Washington in 2012, NAREIG is an international real estate firm which helps overseas buyers to invest in the U.S., Canada, UK, Germany, France, Spain, Portugal, Greece, Australia, New Zealand, Japan, and Thailand. With extensive experience in residential and commercial real estate, NAREIG is planning to tokenize real estate coupon to benefit both international and local buyers.

The NAREIG token is “a type of coupon to purchase real estate property”. Each token purchased with USD \$1 cash value can be redeemed as USD \$100 coupon when investors purchase properties with NAREIG (Limitations and restrictions apply).

Since our business has expanded to 12 countries¹, HCT investors have lots of options when choosing where to purchase properties. Unlike other cryptocurrencies whose value fluctuate a lot, our HCT has a stable value and can be quickly liquidated in the market. The purpose of HCT is to provide a real incentive that benefits real estate buyers.

NAREIG is a US-based company with offices in Seattle, San Francisco, and Manhattan. Even though we have strategic partners in China and other counties, only NAREIG (North America Real Estate Investment Group, Inc.) will be the organization that issue the HCT.

HCT is NOT any type of security or credit fund. It is a coupon token with no expiration date.

¹ NAREIG has real estate brokerage licenses in states of Washington, California, and New York. In other States and countries, we do business through local partnership.

Company Introduction

NAREIG is a world-class and full-service real estate brokerage company. We represent clients worldwide in a broad spectrum of real estate services, including residential sales, commercial sales (such as office buildings, hotel, and retail centers), land development, property management, and additional services.

Unlike the majority of US brokerage companies that only serve domestic markets, NAREIG has the knowledge, experience, and capacity to reach high-end Chinese investors. Through our exclusive partner beimeigoufang.com (Chinese: 北美购房网) one of China's most influential real estate web portals, we formed a unique online-to-offline (O2O) business model that differentiate ourselves from competitors.

This profit generation model connects millions of Chinese-speaking clients with properties and successful investment opportunities, also offering 24/7 customer service support. In addition, we utilized our reputation and knowledge to cultivate local resources in major US real estate markets and brought on experts who specialize in working with Chinese clients. Our resources are transformed into a unique and extensive network, providing investors a true one-stop, worry-free experience.

In 2012, we strategically launched offices in server tier-one real estate markets, including New York, Seattle, San Francisco, and Los Angeles. In early 2017, we grew our business further by opening offices in Boston and Hawaii. With the help of global partners, our business also expanded to other states and countries.

Global Presence

Country	City (metropolis)
US	Seattle, San Francisco bay area, Los Angeles, New York, New Jersey, Boston, Portland, Las Vegas, San Diego, Phoenix, Dallas, Houston, Atlanta, Orlando, Miami, Chicago, Charlotte, Washington DC, Philadelphia.
Canada	Vancouver, Toronto, Calgary, Edmonton, Montreal.
UK	London, Manchester
Germany	Berlin, Frankfurt
France	Paris
Portugal	Lisbon
Spain	Madrid, Barcelona
Greece	Athens
Australia	Sydney, Melbourne, Brisbane
New Zealand	Auckland, Wellington
Japan	Tokyo, Kyoto, Osaka
Thailand	Bangkok, Chiang Mai, Pattaya



北美购房网 **North America**

www.beimeigoufang.com

欧洲购房网 **Europe**

www.ouzhougoufang.com

亚洲购房网 **Asia**

www.yazhougoufang.com

澳洲购房网 **Australia**

www.aozhougoufang.com

History

2012.01	Started website platform development in Seattle.
2012.05	Opened office in Beijing and started providing investment consulting service.
2012.10	Closed the first residential real estate transaction.
2012.11	Closed the first commercial real estate transaction.
2013.03	Published <i>U.S. Real Estate Investment</i> , the first Chinese written book that overviews the U.S. Real Estate market.
2014.01	Expanded business presence in Australia, Europe and Asia.
2015.03	Launched iOS APP and mobile site.
2015.06	Opened offices in Manhattan and Bay Area.
2016.10	Established property management company.
2017.07	Published <i>U.S. Commercial Real Estate Investment</i> , the first comprehensive handbook to Chinese investors who are new to the market.

Competitive Advantages

Well-known Reputation

Our professionalized services and record of excellence over the years have established a reputation of trust and loyalty in both US and China, as many of our clients continue to choose NAREIG as their go-to investment resource.

Expanding Presence

In 2012, we strategically opened our offices in the Tier I real estate markets including New York, Seattle, San Francisco, and Los Angeles, and gained the first-mover advantage. As the business continues to grow, we launched another two offices in Tier II cities - Boston and Hawaii in early 2017. Our group also planning for significant expansion in the next three years.

Exclusively Global Partners

Our exclusive partners, “Beimeigoufang.com” (Chinese: 北美购房网) and “house.sina.com” (Chinese: 新浪房产) are two most influential real estate web portals in China, which provides us significant exposure in the Chinese-speaking market. Engaging NAREIG will employ our ever-growing leading-edge online marketing platforms, generating over 3,000,000 unique visitors per year and over 40,000 followers on our social networking sites.

www.beimeigoufang.com (北美购房网)



house.sina.com (新浪房产)



Extensive Network

Through the years, we brought experts who specialize in working with Chinese clients together in major US cities to form an extensive network of resources (such as closing attorneys, mortgage consultants, contractors, designers, movers, etc.).

▪ **Unique Business Model**

Through our exclusive global partner “Beimeigoufang.com” (Chinese: 北美购房网) we formed a unique online-to-offline (O2O) business model that connects millions of Chinese-speaking clients with prestigious properties and investment opportunities, also providing a true one-stop, worry-free experience.

▪ **Bilingual Brokers with Multicultural Background**

Our brokers are more than realtors involved in a simple transaction. They are bilingual real estate consultants who understand the market, the culture differences between China and the US, and Chinese investors’ rationale of purchasing. They are able to quickly identify clients’ needs, concerns, and utilize their rich knowledge to connect clients with great properties and investment opportunities.

▪ **No.1 Chinese-speaking Commercial Real Estate Team**

The commercial real estate team is a market leader in achieving diverse objectives of Chinese clients throughout major US markets. Whether it be office, retail, apartment, or land development, our local experience, technical resources, extensive local networks, and comprehensive understanding of Chinese investors’ needs will provide clients with vital information for making successful investment decisions.

▪ **In-house Marketing**

We are first and foremost act as the clients’ marketing agent as much as their sales broker. In order to achieve the highest desired price in the shortest amount of time, we built an in-house marketing team, rather than relying on external marketing agency or services. We embark on advertising and marketing campaigns in all media to ensure maximum exposure for all properties. Those online and offline channels include industry trades, real estate portals, multiple listings systems, glossy publications, broker networks, social media, search engine optimization, direct mailing campaigns and much more.

▪ **Advanced Technology**

In 2014, we launched a mobile application called “Beimeigoufang” (Chinese: 北美购房) that is dedicated to innovating the way brokerage services are provided to Chinese-speaking clients through brokers. This app brands the independent broker as a sole point of contact to his or her clients through feeding real-time public and off-market listings. By utilizing this proprietary asset, we seek to have the most efficient and best-equipped brokers in the industry.



Featured Real Estate Transactions in 2017



Sold at \$21.5 million

66-unit apartment building "Prexy"
4737 Roosevelt Way NE, Seattle, WA 98105



Sold at \$32.3 million

"Uptown 11" Mixed-Use building
Anchor CVS store & 34-unit luxury apartment
11 W Mercer St, Seattle, WA 98119



Sold at \$11.28 million

Park Place Senior Citizens Apartment
3515 Hoyt Avenue, Everett, WA 98201

Company Publications

U.S. Real Estate Investment, 2013



The first Chinese written book that overviews the U.S. Real Estate market, offering investors background knowledge of U.S. real estate fundamentals and major metro markets statistics. If you want to jump into the U.S real estate market as a first-time investor, this book is an essential resource you'll turn to again and again.

U.S. Commercial Real Estate, 2017



It is the first comprehensive handbook to Chinese investors who are new to the market. From real estate economics to land development, the contents of the book are organized systematically and will arm investors to succeed in the U.S commercial real estate arena.

About the HCT Project

NAREIG will issue the real estate coupon token **HCT** (House Coupon Token) on the Ethereum blockchain. The price for one HCT is USD \$1.00, however the buyer can redeem each HCT for USD \$100 when purchase properties with NAREIG.

Restrictions for The Redemption²:

- HCT can only be redeemed through NAREIG.
- HCT can only be redeemed in the condition of the buyer purchases residential/commercial properties through NAREIG.
- For each transaction, the total redeemed dollar value **CANNOT exceed 25%** of the total commission NAREIG received.
- Buyer needs to purchase HCT before the house tour.

Formula:

$$\frac{(\text{NAREIG's commission} \times 25\% \text{ HCT redemption cap})}{100} = \text{Maximum amount of tokens to be redeemed}$$

Example

Tom plans to buy a USD \$2 million house via NAREIG. If NAREIG gets 3% commission from the transaction, it will equal USD \$60,000. Based on the formula above, Tom can redeem 150 HCT. If Tom bought HCT USD \$1 each, he then saved USD \$14,850 from the real estate transaction.

$$\frac{(\$60,000 \times 25\%)}{100} = 150 \text{ HCT}$$

$$\$100 \times 150\text{HCT} - \$1 \times 150 \text{ HCT} = \$14,850$$

² NAREIG reserves the right of final decision on the interpretation of these Terms and Conditions

As demonstrated, the HCT provides a win-win situation to both real estate buyers and NAREIG. The more people buying HCT from us, the more bargaining power NAREIG has in negotiation of real estate deals. At the same time, real estate buyers will benefit from noticeable commission savings. With the growth of HCT investors, NAREIG will expand its market presence quickly, which in turn increase the HCT value.

For those who are not interested in purchasing real estate, they can easily trade HCT at exchange platform.

Since HCTs are redeemable through NAREIG, the token value is more stable than other types of cryptocurrencies. Also, as a type of high tangle asset, real estate has the advantages of property appreciation, steady returns, and tax savings.

HCT Distribution

Summary

Token Name	HCT (House Coupon Token)
Token Type	ERC20, Ethereum Blockchain
Total Supply	20,000,000 HCT
Supply during Pre-Sale & ICO	10,000,000 HCT
Emission Rate	There will be no further tokens issued.
Price	USD \$1/HCT
Minimum Purchase	1 ETH
Soft Cap	USD \$1.5 million
Hard Cap	USD \$8.8 million
Public Exchange	Target to trade on the exchange platform in Q2, 2018.

Pre-sale

Supply	1,000,000 HCT
Price	USD \$0.5/HCT for the first 100,000 HCT USD \$0.75/HCT for the rest 900,000 HCT
Start Date	Jan 16, 2018 (Pacific Time)
End Date	Jan 25, 2018 (Pacific Time)

ICO

Supply	9,000,000 HCT
Price	USD \$0.9/HCT (Jan 28 - Feb 7, 2018) USD \$0.925/HCT (Feb 8 - Feb 17, 2018) USD \$0.95/HCT (Feb 18 - Feb 27, 2018) USD \$0.975/HCT (Feb 28 - Mar 7, 2018) USD \$1.0/HCT (Mar 7 - Mar 18, 2018)
Start Date	Jan 28, 2018 (PST 00:00)
End Date	Mar 18, 2018 (PST 00:01)

Why choose NAREIG HCT ?

- A reputable U.S. company that has successful track of records for 5 years.
- NAREIG's business has expanded in 12 countries with millions of dollars' annual revenue.
- Unlike other types of cryptocurrencies, the usage of HCT is demonstrated clearly.
- HCT can be redeemed immediately from NAREIG for purchasing real estate.
- The value increase is predictable. One HCT can worth up to 100 times USD value in purchasing properties from NAREIG.
- NAREIG's HCT has stable value and can be a good investment option in the financial downturns.
- Real estate is a long-term investment. By connecting the crypto concept with tangible asset, our HCT will be a good choice of your risk resistant portfolio.
- NAREIG was established in 2012 and well-known for high net worth Chinese individuals.
- Our core team members have more than 15 years' management experience. Not only did they have solid real estate knowledge, but also built up a large international investment pool.

Management Team



Hunter Lin
CEO & Co-Founder

Mr. Lin has more than 15 years' experiences in software development and management. Before establishing NAREIG, he led the software engineering team in Huawei and Vitria China, which focused on telecom software and Business Process Management software. He was the core team member of Groupon China and was responsible for merchant management.

Hunter received a Master's degree of computer science from Beihang University; He also earned an MBA degree from University of British Columbia.

<https://www.linkedin.com/in/gooyer/>



Kris Cheng
COO & Co-Founder

Mr. Cheng has more than 15 years' experience in Chinese overseas immigration industry. He has been a senior consultant since 2000 and is a pioneer in immigration program of Canada and USA. He has solid experiences in leading and managing the immigration consultant team and knows the requirements of Chinese high-net-worth investors. Kris established 2 immigration companies in Beijing before he joined NAREIG as the co-founder.



Scott F. Mallard
Managing Broker at NAREIG Seattle

Mr. Mallard has been managing and/or owning full service Real Estate Brokerages since 2005. He has extensive experience with commercial and residential leasing, commercial and residential sales, short sales, market analysis, and the details that make each of these endeavors successful.

<https://www.linkedin.com/in/scottmallard/>



Alexis Fernandez
Managing Broker at NAREIG New York

Mr. Fernandez brings a broad spectrum of real estate experience and management with his 17+ years to the table in real estate and in business. His ability to empower his agents and managers with knowledge and experience is the key to help them succeed in their transactions. Having invested in properties himself and secured commercial space for his own businesses, Alexis capitalizes on his seasoned experience and education on the market as a hardworking dedicated RE professional.

<https://www.linkedin.com/in/alexismfernandez/>

Investment Risks

- The HCT whitepaper is only for the purpose of helping investors know more about HCT. It should NOT be treated as investment suggestions or any kinds of commitment or agreement.
- Please consult your legal, tax, or/and other professional advisor(s) before making investment decisions. NAREIG does not take any direct or indirect responsibilities of investors for any reasons.
- Once an investor purchases the HCT, it automatically means he or she understands the risks and is willing take all potential responsibilities and/or losses.
- As a real estate coupon, HCT can ONLY be redeemed from NAREIG. It is NOT any types of security or company ownership.
- Due to the real estate regulation variation in different states and countries, it is possible that investors HCTs cannot be redeemed successfully.
- Considering the uncertainty of cryptocurrency itself and real estate market, NAREIG won't guarantee that the HCT can be redeemed from us forever.