REALISTATOKEN

CONTENTS

EXECUTIVE SUMMARY

The real estate industry is currently dominated by property websites established decades ago. These websites rely on outdated systems and charge sellers and agents excessive amounts of money to list property of any kind.

Realista's concept was brought to fruition as a result of property websites such as Zillow.com, Realtor.com, Rightmove.co.uk and Realestate.com.au creating virtual monopolies within their local markets. Whilst they continue to dominate and generate billions of dollars per year, it is the property sellers and real estate agents that have been hit with advertising fees that continue to escalate.

Realista is the first global real estate platform, built to change the way property is found and empower everyone within the industry. With Realista, sellers can showcase their properties for free, agents can list property on the go, and buyers and renters will have access to more property than ever before.

Realista will deploy RealistaTokens (RET) as a mechanism to incentivise property content creation and solving the 'slow start' problem: fast-tracking the client side adoption (buyers, renters and sellers) and the agent side utilization of the platform. We believe that the introduction of the tokens in our ecosystem will benefit all the parties involved (sellers, buyers, renters and agents) and increase the efficiency and delivery of property listings to any market around the world. Sellers do not have a to pay any fees and agents can earn RET as a reward for referring other agents to Realista. In turn, this brings new agents to the platform and increases property content creation. This will reduce the barriers that other websites have (for example, CRMs), disrupt centralization of data feeds (for example, REAXML and MLS) and increase the availability of real estate content on our platform on a global scale.

At Realista, we are committed to becoming the first global platform for real estate, by providing efficiency and simplifying the selling, buying and renting process every step of the way. The platform connects users like never before, reduces unnecessary costs, and ensures increased access to property— all within the one place.

PROBLEMS IN THE REAL ESTATE INDUSTRY

1 In many markets around the world, real estate websites charge excessive fees to people who wish to advertise their property online. In Australia, these fees can range from $300 USD to $4,000 USD for a monthly campaign. In the USA, although property sellers do not pay directly for advertising, they do so indirectly via the agent's commission for selling the property.

2 The real estate industry is hindered by monopolisation of property data. The MLS (Multiple Listing Service) and REAXML feeds have control of all property content in the USA and Australia. Nearly all property listings found on the real estate websites of these countries are derived from these two major pools of data. This results in slower delivery of property content to end consumers as well as increased response time when updating or changing a property listing.

3 Off-market properties often do not reach potential buyers and renters due to high advertising fees on the major real estate websites. Buyers and renters can only discover these types of properties by directly contacting an agent or agency via offline means. Fees to list property pose a major problem, as they limit the supply of property content and leave a large amount of buyers and renters unaware and out of the market.

4 Searching for property overseas has always been a challenge as investors or those looking to relocate do not have a go-to website for accessing international property. In fact, the majority of real estate websites only offer property content that is localized. And whilst there have been attempts in the past to develop a website that can feature international property, none have managed to make an impact. Technological advancements have helped to make everything more accessible globally, but this has not been translated into the real estate industry, despite becoming more open to the concept of offshore property. There is a need for a real estate platform that provides access to property across the world, anywhere, anytime.

4

THE SOLUTION

Realista is a global real estate platform that connects property sellers, buyers, renters and agents, enabling them to participate in a $217 trillion asset economy.

Realista was built to change the way real estate is found by empowering everyone within the industry on a global scale. Sellers can showcase their properties for free, agents can list property on the go, and buyers and renters have increased access to listings. These combined can speed up the selling or renting process.

Furthermore, Realista can showcase buyers and renters the latest properties before anywhere else.This is achieved by enabling agents to upload property on the go, so as soon as a property enters the market, it can be listed straight on the platform. Realista is aiming to disrupt the current websites that cause buyers and renters to spend countless hours searching for their ideal property by developing an open marketplace in which buyers and renters can set their property preferences, and have their needs met instantly.

Realista is deploying RealistaTokens (RET) as a mechanism to incentivise property content creation and solving the 'slow start' problem: fast-tracking the client side (buyers, renters and sellers) adoption and the agent side utilization of the platform. RET will be integrated with Realista and agents will receive RET as a reward for referring a new agent. RET can be utilized as payment for their subscription and this will help stimulate a network effect. This will also bring about more content to our platform; Off-market properties (not advertised online) can be facilitated via RET's implementation, as sellers are not hindered by any fees and agents can use RET to list unlimited property content.

Realista has been well-received and many see our platform as innovative and pro-industry. This will lead to increased engagement and word of mouth, as new buyers, renters and agents will be encouraged to join Realista by existing users. Shortly after its launch, the need for a global platform became even more clear as we have received a great deal of interest from South Africa, Scotland and countries across Asia regarding the release of the platform.

We believe Realista is in a good position to become a success, as the platform addresses the industry's greatest problems: no control of data, monopolisation of traffic, and high advertising fees that lead to an overall reduction in property listings available to buyers and renters.

The table in the next page compares Realista's pricing with its main competitors in Australia, New Zealand and the USA.

	AUSTRALIA				NEW ZEALAND		USA
	REALISTA	Realestate .com.au	Domain	Ratemy agent.com	Trade Me	realestate .co.nz	Zillow
Property Sellers Pay	**FREE**	$400-$5,000 AUD per property listing.	$200-$2,000 AUD per property listing.	N/A Service for Agents Only.	Indirectly via agent commis-sion.	Indirectly via agent commis-sion.	Indirectly via agent commis-sion.
Agents Pay	**FREE** Agents pay only **$10** Monthly Subscrip-tion after they have more than 100 followers.	$12,000 AUD per annum per agency. + CRM ($4,000 AUD per annum per agency) + $50 Monthly per Agent in Agency.	$6,000 AUD per annum per agency. + CRM ($4,000 AUD per annum per agency) + $50 Monthly per Agent in Agency.	$39-69 AUD Monthly Subscrip-tion	$150-$290 NZD per property listing.	$99-$600 NZD per property listing.	$300-$7000+ USD Monthly Subscrip-tion
Advantages	**Lowest Price** Benefits sellers and agents, at the lowest cost.	**High Price** Sellers and agents pay high costs for benefit.	**High Price** Sellers and agents pay high costs for benefit.	Service mainly benefits agents. It showcas-es sold history and client reviews of agents.	**High Price** Sellers and agents pay high costs for benefit.	**High Price** Sellers and agents pay high costs for benefit.	**High Price** Sellers and agents pay high costs for benefit.
	Unlimited Property Upload with no time restric-tions.	**Limited** Property advertised for 5 weeks.	**Limited** Property advertised for 5 weeks		Property advertised until sold.	**Limited** Property advertised only for 3-5 weeks.	

6

CURRENT WAY

1.
Home seller

2.
Agent in the office

$1K

CRMs

XML/MLS

3.
XML/MLS

4.
Portals

$1K per property

Zillow
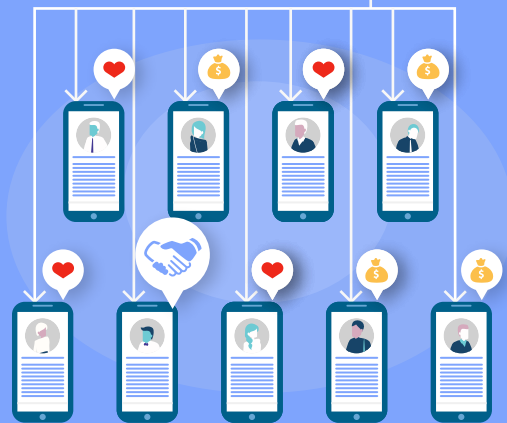
REALTOR

rightmove

5.
Found by buyers

6.
SOLD

REALISTA WAY

1.
Home seller

2.
Agent upload on the go

REALISTA

3.
Automatically received by buyers or renters

4.
SOLD

PLATFORM

Realista is a global real estate platform available on Android, iOS and Web. The platform has over 16,000 registered agents across Australia and New Zealand.

Realista

Realista was developed to provide increased access to real estate on a global scale. The platform simplifies the process of uploading and advertising property by enabling agents to list from any of our apps, directly to buyers and renters. This provides sellers with increased exposure of their property for free, whilst buyers and renters benefit by seeing more property than ever before.

Point of Difference

Realista has set out to be the missing link of real estate, a platform that solves the industry's fundamental problems: giving control of data back to the individual, cutting all fees significantly and enabling all parties to join and participate in a global real estate marketplace.

Realista aims to accomplish this goal by:

- Connecting buyers, renters and property sellers on a global scale, and providing affordability, faster and simpler delivery of property listings. With Realista property advertising will extend across borders and listings will become available to buyers and renters around the world.

- Adopting a 'push' mechanism for property as opposed to the 'pull' system utilized by the current real estate websites. A push mechanism will fast-track the search of buyers and renters, enabling them to participate in an open marketplace facilitated by Realista. By setting their property preferences buyers and renters can be matched with listings that meet their needs, all within an instant.

- Reducing costs significantly and streamlining the uploading process. This will mean property sellers can list for free and agents can upload listings on-the-go. Realista's model is ideal for off-market property, currently many listings are only available via offline means due to high fees and other barriers that detract sellers from listing. By removing these barriers, we believe that Realista will achieve mass adoption. Increased property content will see more buyers and renters turning to Realista to find their next home, and in turn, more sellers choosing to list their property on our platform.

CORE FEATURES

These features will enable Realista to set itself apart in becoming the world's number one platform for real estate.

3D Virtual Tours

Inspect a property online in the most immersive way, via 3D Virtual Tours. Visualize, rotate, walk-through and focus on any detail of a property to get a sense of what it feels like in real life.

Notifications

Set your property preferences and receive push notifications to keep you up to date with the latest properties that match your location, price and amenities preferences.

Realista's My Feed

Buyers and renters can finally stop searching. Instead, they can build their own personalized feed that keeps them up to date with the latest properties as soon as they hit the market.

Find Property Worldwide, Instantly

For the first time global real estate is at your fingertips. Realista has officially launched in Australia and New Zealand and will soon launch in the USA. Within the next twelve months, Realista will expand to the UK, Singapore and more countries shortly after.

Off-market properties

Properties previously unavailable online are now within reach for buyers and renters. Our platform reduces barriers and streamlines the entire process, enabling agents to upload and update their listings at anytime and anywhere, at the lowest cost.

9
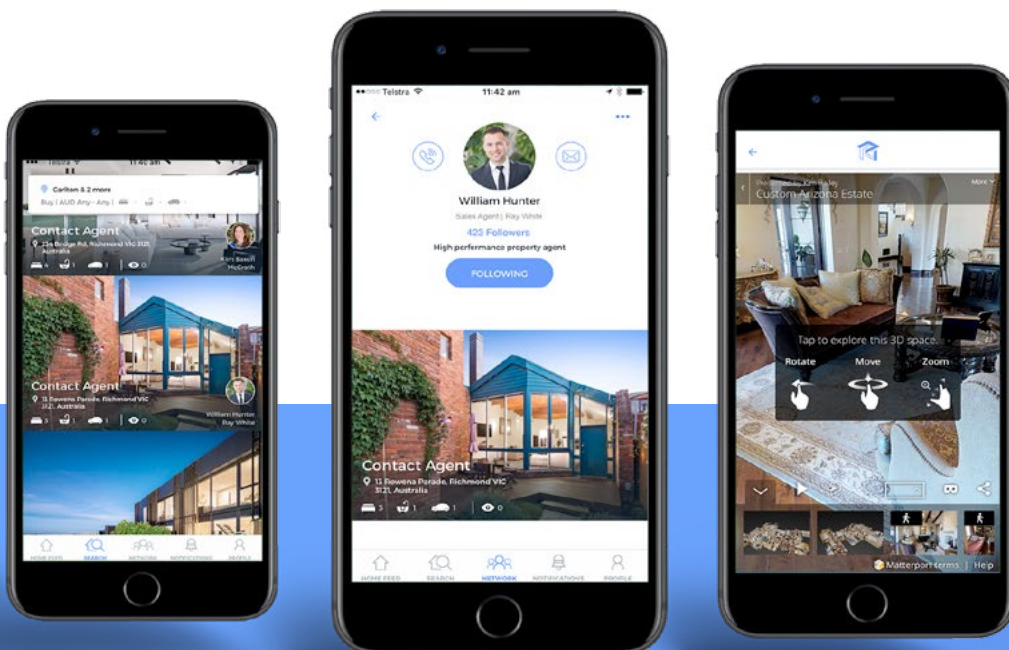
MARKET OVERVIEW

Global Real Estate Value

$217 TRILLION

Total value of all gold mined, ever

$6 TRILLION

Real estate websites have shown slow growth and development, this is mainly due to two factors: firstly, newcomers and market entrants do not offer any real difference through their value propositions. And secondly, industry insiders do not exert more pressure to improve and innovate a system that has existed for more than 10 years.

Due to the existing precedent of real estate website that monopolize their markets, the majority of new entrants have shifted to focus on niche aspects including: inspection management, automated inquiry systems and leads for potential property sellers and buyers.

The sheer size of the real estate industry amounting to a total worth of $217 trillion also plays a factor on why newcomers elect to compete in niche markets instead of challenging the main websites and their monopolies.

The figure in the next page showcases the global real estate value in comparison to the value of all the gold in the world.

Global Financial Year Comparison of Real Estate Websites
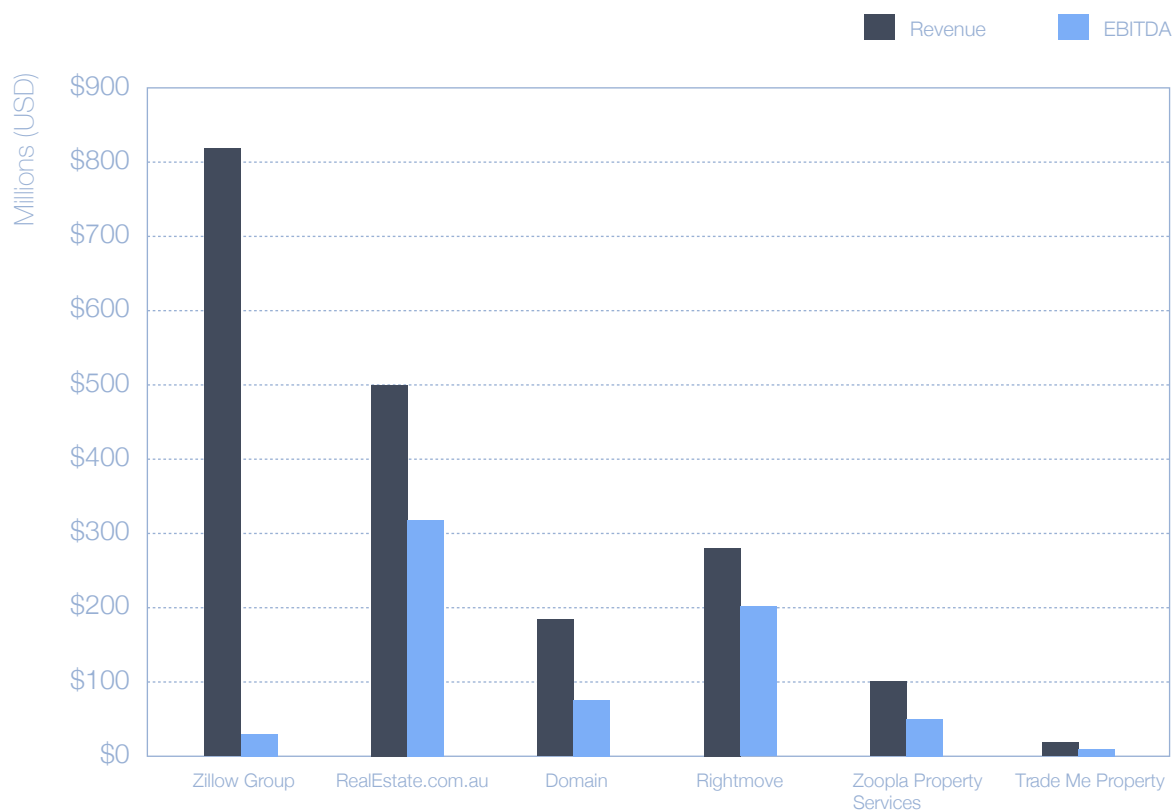
Earnings for the top real estate websites worldwide have continuously grown over the past 10 years. Zillow, USA's top real estate website, claimed a revenue of $1 billion in the last financial year alone, whilst realestate.com.au, Australia's number one property platform, made a revenue of $680 million and spent $751 million to secure the purchase of iProperty, one of Southeast Asia's top real estate sites.

Advertising fees continue to rise due to these websites having a monopoly of traffic and buyer data, and some receiving more than 150 million visits per month. This monopoly of traffic and lack of competition is why both property sellers and agents are spending thousands of dollars in real estate every year.

BLOCKCHAIN

ADVANTAGES OF BLOCKCHAIN TECHNOLOGY INCLUDE:

Blockchain provides a different solution to existing applications and frameworks. Through these distributed ledgers, no data storage is centralized to record information, instead all information can be verified publicly by any user of the network.

Low-Cost

Traditional methods of transferring capital incur relatively high transactional costs regardless of transaction size due to banks and financial intermediaries having to address clearing costs. Through the use of blockchain, these costs can be significantly reduced, as there is no middleman to impose fees. With a reward mechanism built into the protocol, transfers require only small transaction fees.

Transparency

Everything that takes place on the ledger is visible to anyone. It is possible to see everything that has been recorded on the blockchain. Every transaction made on the blockchain will record the time of transaction, both receiving and sending wallet address, and time of delivery.

Immutability

The ledger is policed by every member of the network. Integrity is checked and agreed upon by the network as a collective on an ongoing basis. Any change that one or other party attempts to make to the blockchain is recognized and rejected by the majority.

Security

As the Blockchain is maintained by a large network of participants, no one actor can easily gain enough influence to submit a fraudulent transaction or successfully alter recorded data. Although possible in theory with enough resources, it would be prohibitively expensive in practice.

REALISTATOKEN(RET) ECOSYSTEM

RET will be deployed as a mechanism to incentivise property content creation and solve the 'slow start' problem: fast-tracking the client side (buyers, renters and sellers) adoption and the agent side utilization of the platform. In both cases, one party is unwilling to participate if there is not enough activity and usage by the other. A 1% allocation of RET will be held for agents to incentivize them to join and utilize Realista. Agents can receive RET rewards every time they refer a new agent to Realista, these RET can then be used by agents as payment for their subscription. This will help stimulate a network effect and enable property sellers and agents to realise the value of listing properties on Realista, leading to increased property content which will attract buyers and renters to seek property through the platform.

More Properties

More Buyers and Renters

Token Utility Increases

Agent Referral Feature

We believe that RET will accelerate the mass adoption of Realista and populate the platform with enough property content that can attract a critical mass of buyers, renters and sellers. RET will be the fuel for incentivising user base growth and stimulating property listing uploads. After achieving critical mass, this will not only result in larger exposure of all listings on the platform but will encourage more sellers and agents to join and use Realista as their main advertising avenue.

More Agents

REALISTATOKEN (RET)

RealistaToken Wallet

The development of RealistaToken Wallet will facilitate the exchange of RET, allowing users to receive, deposit, and transfer in an easy, fast and secure way.

Referrals

RET will be integrated with Realista so that agents receive RET as a reward every time they refer a new agent. These RET can then be used by agents as a form of payment for their subscription, which gives them access to unlimited property uploads.

Implementation of RealistaToken (RET)

RET will be implemented on the Ethereum blockchain as an ERC-20 token. The Ethereum blockchain is currently the industry standard for issuing custom digital assets and smart contracts. The ERC-20 token interface allows for the deployment of a standard token that is compatible with the existing infrastructure of the Ethereum ecosystem, such as development tools, wallets, and exchanges.

Ethereum's ability to deploy Turing-complete trustless smart contracts enables complex issuance rules for cryptocurrencies, digital financial contracts, and automated incentive structures. These advanced features and active ecosystem make Ethereum a natural fit for RET.
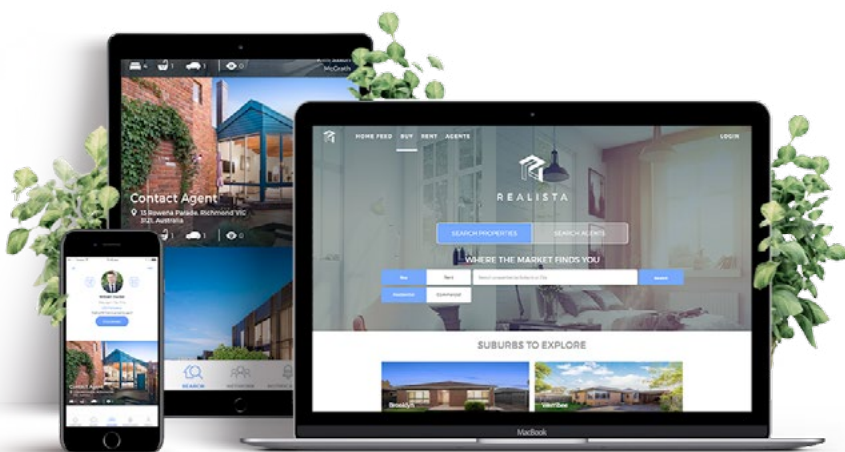
REALISTATOKEN(RET)

RealistaToken (RET) Supply and Distribution

A total of 1,000,000,000 RET will be issued and divided into two portions:

- The first portion, 500,000,000 - 605,000,000 RET, depending on contributions raised during Bonus days in the Presale and Crowdsale events.

- The second portion, will be managed by Realista to support the platform's development and ecosystem. Additionally, the RET for this second portion has a lockout period of 12 months and is unlocked after March 5th, 2019.

The annual sale for the second portion of RET will not exceed 100,000,000.

Note: A 1% allocation of RET will be held for agents to incentivize them to join and utilize Realista, the supply of RET for stimulating the ecosystem will be sourced from Realista's reserves.

15

TOKEN SALE DETAILS

Presale Details

Hard-Capped Presale of USD 1,500,000.

Sale period will run for a maximum of three days. During this period participants will receive a 30% early commitment Bonus.
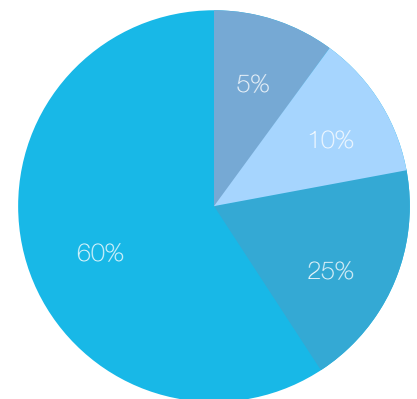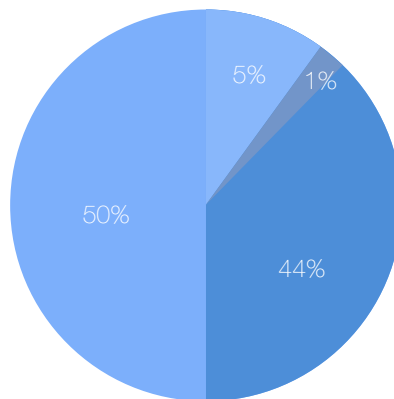
Crowdsale Details

Hard-Capped Crowdsale of USD 13,500,000.

Sale will run for a maximum of 14 days. During this period participants will receive a Bonus of 20% and 10% on the first day and second day respectively.

RealistaToken (RET) Distribution:

- 50% Presale and Crowdsale
- 44% Reserve held by Realista for future funds
- 5% Realista Employees
- 1% Allocation for Realista's Ecosystem

Realista's projected use of funds:

- 60% R&D and Platform Development
- 25% Marketing and Sales
- 10% Operational Expenses
- 5% Legal and Accounting Expenses

Note: Citizens of the US, Mainland China and Singapore are not permitted to participate in the Presale and Crowdsale.

Period	Bonus
Presale	30%
1st Day Crowdsale	20%
2nd Day Crowdsale	10%
Day 3-14	No Bonus

REALISTATOKEN RISKS

RET is not intended to be an investment vehicle. RET is a mechanism for driving Realista and the ecosystem within; supporting RET is a vote of confidence in the success of Realista. With this being said, there are inherent risks that Presale and Crowdsale participants need to be aware of, especially given the volatile nature of digital currencies. Do not purchase more RET that you are willing to lose and please take time to read our Whitepaper and ensure you understand and believe in the project and vision.

Risks associated with Ethereum

RET will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of RET not working as expected.

Quantum computers

Technical innovations, like the development of quantum computers, may pose a danger to cryptocurrencies, including RET.

Absence of guarantees of income or profit

There is no guarantee that RET will grow in value. There are no guarantees that the price of RET will not decrease, including significantly, due to some unforeseen events or because of force majeure circumstances.

Regulatory uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. RET may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of RET, which may slow or limit the functionality or repurchase of RET in the future.

DEVELOPMENT ROADMAP

Phase 1

Develop and launch iOS, Android and Web platforms

Realista R&D Commenced - January 2016

Realista Beta Australia - June 2017

Realista Official Launch Australia - July 2017

RealistaToken (RET) Founded - July 2017

1000 Registered Agents Milestone - August 2017

Realista Beta New Zealand - September 2017

Realista Official Launch New Zealand - October 2017

Phase 2

Expansion of Realista Overseas

Realista Beta USA April 2018

Realista Beta UK June 2018

Realista Beta Singapore August 2018

Explore Potential Markets in Asia, Europe and Latin America 2019 - 2020

Phase 3

Launch of Realista 2.0 Web, Chat and more features coming to iOS and Android

The web platform is to be overhauled and enhanced with new features including searching for sold properties, properties to include more information, including list of indoor and outdoor features. Implementation of a chat system to facilitate communication between sellers, buyers, renters and agents for expediting the inquiry process and enabling the sharing of contracts and documentation directly.

Deployment of Realista 2.0 Q1 2018

Chat System for seamless communication between agents and buyers and renters Q2 2018

Virality features including automatic posting of properties to social media by agents Q2 2018

Property summaries including list of indoor and outdoor features Q2 2018

Integration of AI into the chat system for streamlining property inquiries Q3 2018

Phase 4

Development of the Ecosystem

Development of RealistaToken (RET) Wallet. Enabling Realista users to easily receive, deposit and transfer their RET Q3 2018

Integration of RET to incentivise agent adoption and property content creation. Agents who refer Realista and contribute by signing more agents to receive RET as a reward Q4 2018

Integration of RET with agent subscription payment gateway Q4 2018

Note: 1% of RET supply will be allocated for stimulating the ecosystem.

CONCLUSION

Realista is committed to building the world's largest real estate platform for buying, selling and renting residential and commercial property. We strive to provide direct connectivity between buyers, renters, sellers and agents whilst saving time, money and providing access to more properties than ever before.

Realista is on a mission to develop a global real estate platform that better fulfills tomorrow's demand by:

- Simplifying the selling, buying and renting process in real estate.

- Providing an open marketplace in which buyers and renters can set their property preferences, and have their needs met instantly.

- Educating the market and bringing cryptocurrency, especially RET into the mainstream.

* The use of 'Realista' in this documentation can refer to the platform itself or the team managing the platform.

REALISTATOKEN