

BUSINESS NAME: “THE HOUSE OF CANDY”

MISSION: To convert people’s houses fully into candy. For a fee, everything in the house will turn into candy, the doors, walls, couches, EVERYTHING living or not inside the house. Customers will be able to live in (or eat) their houses made now completely of sweets. We also function as a real-estate company, offering to put people’s candy-converted houses on the market. We also function as a real-estate company, offering to put people’s candy-converted houses on the market, selling them as exclusive edible real-estate pieces or deconstructing them into collectible candy furniture for resale. Every property we list is a fully transformed, sugar-crafted masterpiece - a blend of real estate and confectionery art - allowing buyers to literally own, display, or even taste their dream home. “We make the impossible sugary and joyful by using our trademark “dip-dip” transformation process.”

SERVICES OFFERED: We can purchase houses at market cost reduced by 15% for outright acquisitions, converting them into candy and then either exclusively selling them or deconstructing them into collectible candy furniture for resale. Alternatively, customers who wish to keep their own property can opt for our “Convert and Return” service, where we transform their existing home into a full candy replica for a fee equal to 51% of the house’s market value. The house is carefully lifted by our custom crane system, dipped into the world’s largest chocolate cauldron, and returned as a fully edible masterpiece - walls, doors, couches, and even decoration, all reborn in candy form.

TEAM: Founded by a Kareem Hassani (the wizard who has the secret formula for the magic chocolate cauldron) with the help of a crew of imaginative builders, confectionery engineers, and property specialists who estimate house prices and operation costs. Our team includes site acquisition agents who negotiate market deals, transformation technicians who operate the crane-and-cauldron system, and a small sweets-restoration group that keeps candy houses safe and stunning.

UNIQUE VALUE PROPOSITION: We offer a fantastical, turnkey way to turn ordinary homes into fully edible, Instagram-worthy candy houses using our signature crane-and-magic-cauldron “dip-dip” method - a conversion that’s part real estate transaction, part confectionery spectacle. Customers either sell us their home for a reduced 15% of the cost or pay 51% to have their own house returned as candy; either route creates a rare, marketable asset we showcase on our site or deconstruct into collectible candy-furniture.