

Crypto in Real Estate — 1■Page Summary

Problem: Real■estate deals are slow/costly. Can crypto help? What do users vs industry pros think?

Method: 20 semi■structured interviews (UK/India/UAE); themes (Benefits, Risks, Trust, Regulations, Future, Suggestions); sentiment via AFINN/BING in R.

Findings

- Users: speed, low fees, transparency; tokenisation opportunities.
- Professionals: regulation/AML/KYC, custody, volatility → cautious/neutral.
- Key unlock: regulatory clarity (+ education & guardrails).
- Regions: UAE more open; UK cautious; India mixed.

Impact: Clear adoption roadmap; demonstrates qualitative coding + NLP in R with stakeholder■ready visuals.

Contact: yugals234@gmail.com