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# 1. Cases of SNS utilization at real estate market

It's been almost 10 years since social media changed our lives.

With the rapid development of smartphones, Internet speed, and tens of thousands of individual SNS platforms, most of our daily lives have become difficult to live without SNS. As the types and details of information provided on SNS are improving, SNS is now expanding almost indefinitely.

Starting with simple directions, people go through the process of collecting information, evaluating, and making decisions using SNS in all truly imaginable fields such as social exchange, knowledge sharing, purchasing goods, social gatherings, and O2O services.

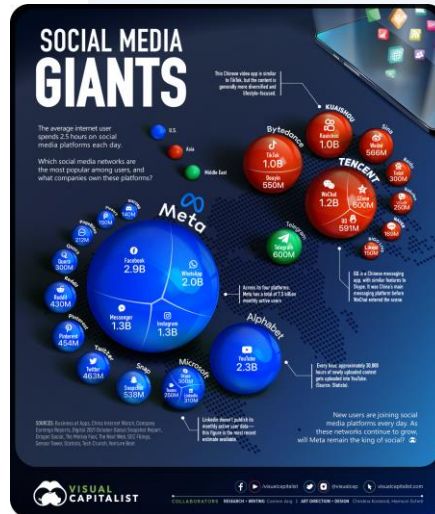
This trend is more pronounced in the MZ generation than the older generation, and it is true that SNS has a greater impact on the actual market than any evaluation method in the traditional method.

In fact, the use of important social networking sites around the world is growing explosively, and growth from 2017 to 2025.

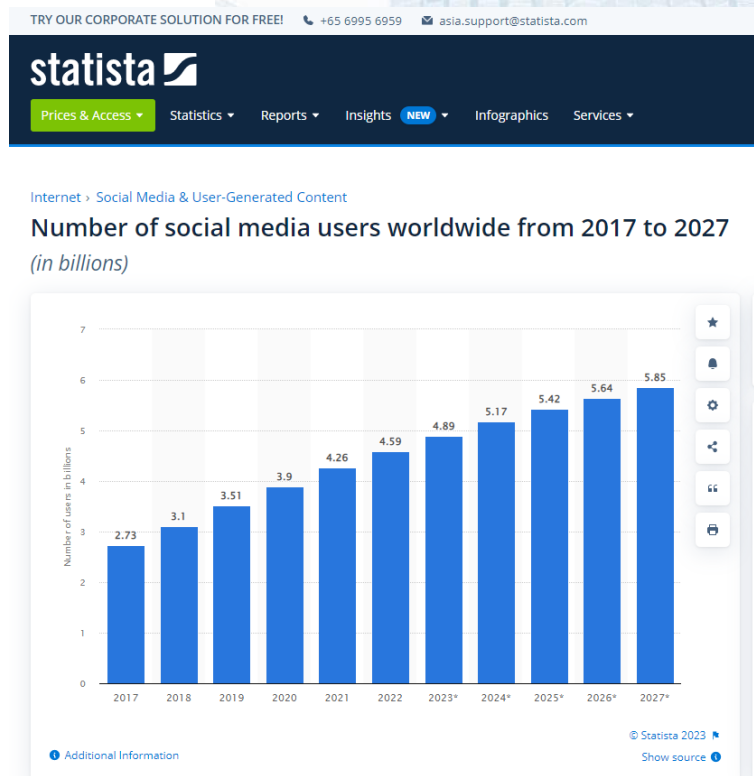
Looking at the trend, it is even predicted that the number of SNS users will reach nearly 5 billion worldwide by 2027.

If so, it is not an exaggeration to say that most of humanity will lead a life through SNS.





Surprisingly, one of the areas where SNS is most actively used as a window for sharing experiences is the real estate sector that requires decision-making by exchanging sensitive information such as barter trade, among others, people's preferences and prices in real time.



<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

[Analysis: Trend forecast for SNS users from 2017 to 2027 source: statista ]

## 2. LandMarker, Why utilizing SNS and Blockchain for real estate?

The rapid development of SNS and the expansion of its application direction are not only social exchanges, but are also causing a significant change in the way of bartering. As a result, LandMarker is pursuing a complete departure from the traditional real estate valuation and trading methods.

Most of the existing real estate evaluation methods were done from the perspective of statistical and social phenomena, such as the size of goods, transportation convenience, floor area ratio, and sale price.

However, it is true that this approach does not address meaningful data outside of statistics, such as social awareness, people's preferences, and local image, which are quite influential decision-making and evaluation criteria.

LandMarker is a global real estate evaluation and trading business platform that will provide real-time information collected through SNS on an additional basis to show more accurate and practical value of real estate.

We would like to identify attractive real estate products by analyzing about 100 SNS-based opinions and data such as the number of times people visit, evaluation of the real estate, number of photos posted on the real estate, likes, dislikes, and user reviews.

This multifaceted analysis shows that properties evaluated can record much higher transactions than those assessed through traditional methods.



LandMarker is an SNS-based real estate trading business platform that aims to accurately understand the attractiveness of transactions by applying SNS big data to traditional real estate evaluations and providing more accurate information to buyers and sellers.

### 3. applied Blockchain Protocol and Application Implementation Capabilities

The core competitiveness of these real estate trading platforms is information accuracy, data transparency, and transaction integrity. Real estate trading platforms that failed to secure this core competitiveness were inevitably shunned by the market, and LandMarker was able to find this competitiveness in blockchain's ERC20 system, not in traditional operations.



#### 1. Real-time capability to update real-time information about real estate items

Since there is no central server, product information will be updated in real time without data manipulation, making it impossible to manipulate market prices and transactions.



#### 2. Irreversibility of storing and showing information about goods once traded

Once released, it is impossible to manipulate product information, surrounding information, and purchase information, so anyone can make a transparent and safe transaction.





### **3. Payment convenience that allows you to pay with coins without using a bank anywhere in the world**

By enabling simultaneous payment through key currency managed by the central bank and LandMarker (LDMK) coins, real estate transactions between global users will be possible in real time without worrying about currency exchange fees or unpaid payments between countries.

These are the representative important functions of the blockchain application that the landmark will introduce.



## 4. Economy Models and Participants

### ● Individuals selling real estate products

It will be developed as a platform with optimal conditions that individuals and companies need to sell products. The risk of false and virtual sales, which have been chronic problems with traditional trading methods, will be lowered, which will be recognized as a great attraction for sellers who value transparency and safety.

### ● Real estate brokers

It will also be of great help in starting business relationships with actual transaction consumers who want a stable transaction by being free from legal disputes and problems caused by chronic problems such as false and virtual sales.

### ● SNS Influencers engaging Real estate market promotions

Since it is an SNS-based trading platform, the role and participation of SNS influencers in support of promotion and transaction of specific real estate in the middle become important. It is expected that the MZ generation, which includes a significant number of influencers, will be encouraged to participate, which will have the effect of expanding the age group of real estate transactions to younger MZs, enabling more sales and transactions.

### ● Actual real estate transaction consumers

LandMarker platforms with clear technical excellence will clearly involve the above-mentioned vendors, individuals, brokers, and SNS influencers, and participants will feel that safe transactions are possible. As the number of recognized and influential individuals and companies among each of the important participating groups increases, actual real estate transaction consumers will benefit from the convenient and fast international trading of safe sales.

LandMarkers are expected to meet the needs of many end-users as they will support the transaction of various real estate products, including buildings, cafes, accommodations, and private land.

The satisfaction of end-users will create a word of mouth effect for more external users, creating a virtuous cycle of additional inflow of global users and increased trading volume.



## 5 . Short term incentive plan

For platforms where participation and experience in products and business models such as LandMarkers are important, rapid expansion of early users is the basis for long-term business maintenance.

Therefore, we provide incentives to voluntary participants who purchase coins in the early stages of the business to achieve the purpose of securing users in the short term.

The goal is to increase awareness of LandMarker projects to more users through incentives and increase the number of experienced users to secure loyal users in a short period of time

Purchased Qty	Rate for additional payment
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%

## 6. Wallet

In addition to safe management of coins, we are planning to release a wallet with WEB 3.0 technology that is equipped with various functions such as overall confirmation of business status, remittance to the exchange, and protection.

Through the advanced process, functions such as making transactions through QR codes, knowing the current status of companies and individuals currently in transaction, items on sale, and the activities of SNS influencers participating in promoting them will be implemented.

In addition, in the second upgrade process, Google Add and Promotion functions will be added to the level that can be used as a venue for actual transactions so that many companies that provide real estate's own sales and related services can be used as a venue for advertising and communication.





## 7. Tokens allocations

LandMarker, a typical large-scale enterprise blockchain-based trading ERP solution and business platform, is essential to demonstrate operational know-how through recruiting experienced partners and high technology to stably implement it from the beginning.

In addition, PG (Payment Gateway) participation is essential to facilitate international transactions so that existing international currency and blockchain-based coin transactions can proceed stably.

We are preparing the appropriate allocation of project funds to meet the mid- to long-term needs of these projects.



**Coin Name : LandMarker**

**Ticker: LDMK**

**protocol: ERC20**

**Total supply: 400,000,000**

Total Supply			400,000,000
Coin Sale	20%		80,000,000
Incentives for influencers	15%		60,000,000
Cost for platform making and operations	10%		40,000,000
legal counseling for global real estate transaction	15%		60,000,000
Global marketing	25%		100,000,000
Team	15%		60,000,000

## 8. Roadmap

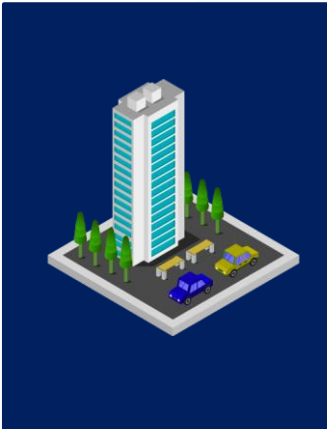
2022



Q3 Establishment of LandMarker

Q4 International Real Estate Transactions  
Corporate Market Reference Survey

2023



Q1 Platform Basic Design  
Listing on the First International Exchange  
Introducing a dedicated wallet solution

Q2 International Payment Transaction Initiates  
Consultation with PG Company

Q3 Platform Advancement Discussion Starts

Q4 Second Listing of International Exchanges

2024



Q1 Platform Upgrade Initiated

Q2 Expansion of Influence by Joining the  
International Real Estate Association

Q3 Diversification and Segmentation of Supplies

Q4 Expansion of secondary business through  
international market feedback

## 9. Exemptions

1. This white paper is intended to guide the business of LandMarker and its schedule and detailed plans may change depending on market conditions, which are not notified in advance.
2. The version of this white paper is based on the version indicated at the bottom of the document and only reflects the business direction and progress of this white paper, so it may be changed without prior notice even after production is completed and distributed.
3. This white paper was not prepared for the purpose of raising funds or receiving investment, and no one can raise funds or attract investment based on this white paper, and the sending of this white paper does not mean an investment proposal.
4. This white paper is not designed to propose investments or recruit investors, and should not be construed as an investment proposal or an act of recruiting investors under any geographical or environmental circumstances.
5. The allocation of LandMarker coins is contracted through a separate contract from this white paper, and the terms of the contract are as specified herein. If the contents of this white paper do not match or conflict with the contents of the contract, the contents of the contract shall be applied first.
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7. LandMarker does not guarantee interest income, principal, etc. in any case, LandMarker buyers should not interpret LandMarker's purchase as an act of investment and revenue generation, and no one should understand or recognize financial income such as return on investment, interest, etc.
8. LandMarker is fully functional from the moment the token is transferred to the wallet.
9. This white paper does not guarantee the completeness of the business undertaken by LandMarker and Contracting Parties wishing to use LandMarker may use the services of LandMarker only within the scope specified in the white paper.
10. The content of this white paper is not responsible for any errors and scheduling delays that may occur in the course of service delivery and development, and no one can be held responsible for them.
11. This white paper was prepared based on a plan for the future plan and based on the realization of the plan. However, the implementation of the plan cannot be guaranteed, and the contents of this white paper do not guarantee the integrity of future developed services.
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13. The implementation of the business model may be delayed or other tangible or intangible losses may occur due to unintended reasons of LandMarker such as system attacks, natural disasters, and force majeure reasons from third parties.



14. LandMarker cannot be held responsible for Buyer's risk of loss or leakage of Buyer's Private Key.
15. Not free from all risks, including falling coin value, changing market conditions, uncertainty, political risks, competition, etc., which may disrupt the development of LandMarker [LandMarker], change the direction of service and business action plans, and may not be notified in advance.
16. LandMarker is a technology currently under development, so changes in technology that may occur during the development of the technology may negatively affect LandMarker [LandMarker].
17. LandMarker does not delegate or transfer all decisions to others, including the operation policy and disruption of the ecosystem, and all business decisions are subject to the autonomy of the LandMarker Foundation and participants.