

The Definitive Web3 Address for Land

As the global economy shifts toward RWA (Real World Asset) tokenization, the bridge between physical assets and the blockchain requires a singular, authoritative address. .com was for information; w3.land is for settlement.

Category thesis

Virtual and physical land parcel NFTs.

High-value use cases

- Parcel NFTs
- Fractional ownership
- Smart escrow & closing
- Smart leases
- On-chain mortgages
- Asset marketplace

Ideal acquirer profile

- Real estate funds & family offices exploring tokenized property
- PropTech platforms building deed, escrow, and leasing infrastructure
- Developers and brokerages seeking category-dominant branding
- RWA tokenization issuers and regulated marketplaces

Market authority anchors (publicly reported)

- AI.com — reported \$70,000,000 (2025; disclosed 2026)
- CarInsurance.com — \$49,700,000 (2010)
- Insurance.com — \$35,600,000 (2010; business/site included)
- Voice.com — \$30,000,000 (2019)
- Gold.com — \$8,515,000 (2024)
- Diamond.com — \$7,500,000 (2006)

Confidential acquisition process

- Confidential inquiry → NDA (optional) → proof-of-funds
- Price guidance provided to qualified buyers
- Transaction via escrow (preferred) and verified transfer process
- Immediate handover of domain + associated assets upon settlement