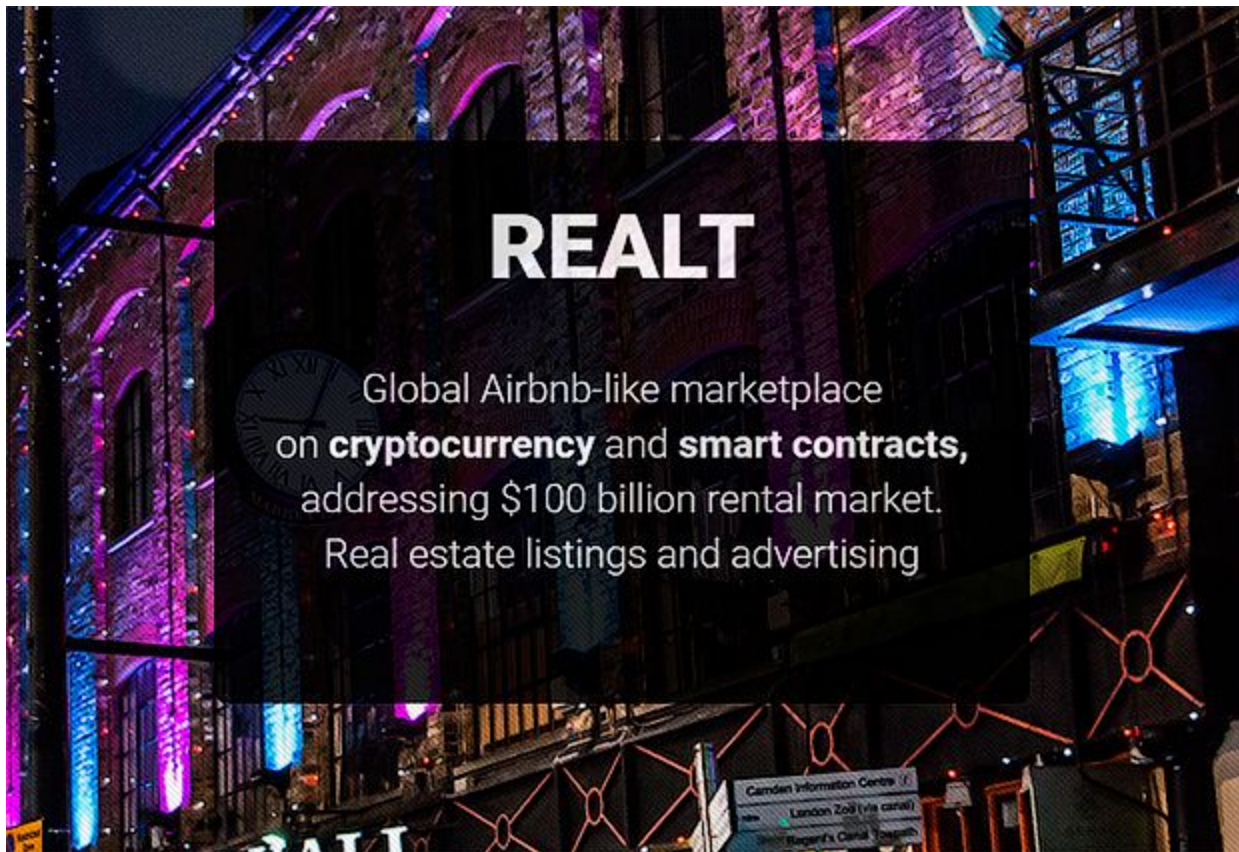


REALT.uk

Realt ICO Whitepaper

September 28, 2017 | www.Realt.uk



REALT: \$100bn Rental Market Ready for Cryptocurrency
Crowdsale ICO is Live: www.Realt.uk

Summary

We create Airbnb-style marketplace based on cryptocurrency and innovative blockchain technologies. Payments are in REALT tokens. No commission, no currency conversion fees, no service charges. No middleman. Just a smart contract. Full value for guests and hosts.

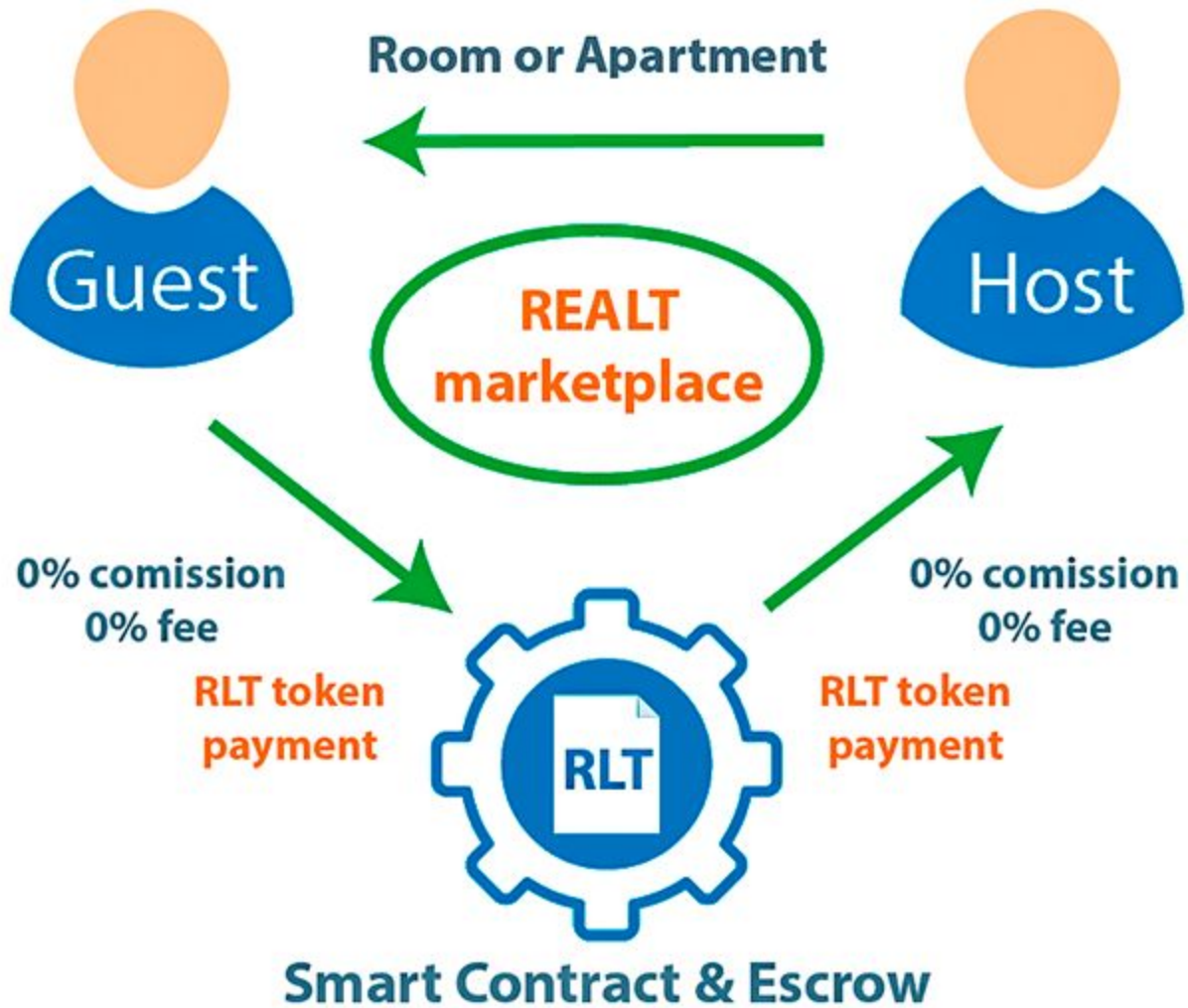
Global REALT marketplace will include advertising services for all types of real estate, evolving to millions of for-sale and rental listings. REALT tokens will be used to pay for services.

Realt Overview

Experience Realt Ltd was established in June 2013 in London with the intention to invest in innovative IT services development for the global property market. Realt co-founders are working in IT industry from 1995, building software products for transnational corporations and real estate market companies (**Morgan Stanley** investment bank, **BP** oil major, **Nordea** bank, national real estate portal **Realt.by**). Effective combination of expertise and experience will allow Realt Ltd to deliver a high quality product.

- Our CEO has 10+ years experience in developing **trading software for banks and financial organizations**
- Our CMO has 10+ years experience in developing and supporting **Realt.by property portal and real estate websites**

How It Works



Realt Advantages and Innovation

- ✓ **Direct payments** between market participants in REALT tokens.
- ✓ No guest service fees (typically, **5-15%**).
- ✓ No host service fees (typically, **3-5%**).
- ✓ No currency conversion charges (typically, **3%**).
- ✓ REALT tokens can be also used to pay for **advertising services** of the REALT marketplace.
- ✓ REALT tokens can be used outside of REALT marketplace, directly by using transfer between wallets.
- ✓ Global community can use REALT tokens by providing additional services and building value-add platforms.

Realt Overview

Mission

Providing the marketplace for real estate rentals, property listings and advertising services based on REALT tokens, Realt Ltd aims to support **market freedoms** and **direct payments** without middleman and fees, to promote values and technologies of the **cryptocurrencies community**, and to deliver it to people **globally**.

Benefits

More value for money

At the moment major property introduction platforms are charging high fees for rentals (currency conversion fees, service charges, host service fees, guest service fees, etc.), and that in addition to possible debit/credit card fees. **Those costs won't be needed any longer.** Realt marketplace will remove all those fees whilst retaining the value of the transaction for everyone involved.

Payments are in REALT tokens. REALT tokens can be also used to pay for advertising services for all types of property.

Various supplementary real estate services will be used on the REALT marketplace to expand the usage of tokens.

Realt Marketplace Roadmap



Concept and Algorithms

Proof of concept: Ethereum smart contracts chosen as a base for the real estate marketplace with rental, property listings and advertising services.



Community Offer

Present REALT project to the cryptocurrency community and enthusiasts.



ICO Launch

REALT token Crowdsale starts on **7 September 2017**. First sale with **+30%** bonus tokens, second sale with **+15%** bonus tokens. Final sale automatically starts by the smart contract after bonus tokens are sold. After the sale is over, REALT tokens will be introduced to exchange services.



REALT Marketplace Launch

Continuous Delivery of new features to web interface of the real estate marketplace, mobile applications and REALT wallets.



Token Sale

Providing the marketplace for real estate rentals, property listings and market services based on REALT tokens, Realt Ltd aims to support market freedoms, to promote values and technologies of the cryptocurrencies community, and to deliver it to people globally.

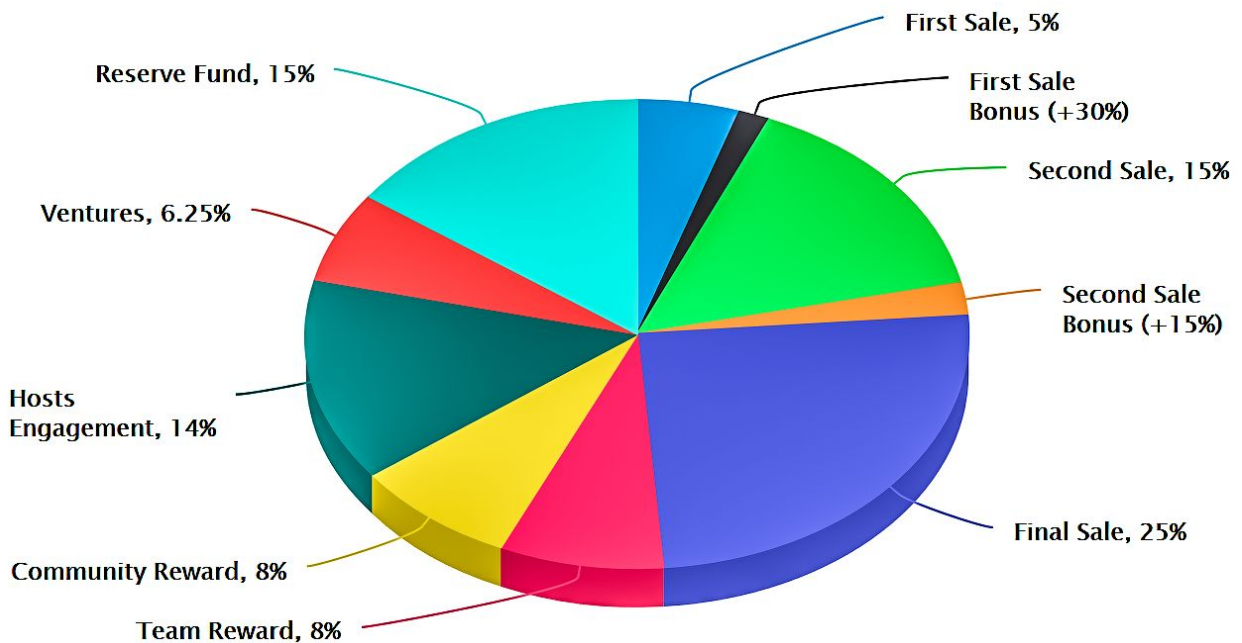
Total supply: **100,000,000 REALT tokens (RLT)**. ERC20 Standard. Soft cap: **4,000 ETH**.

First sale supply: **5,000,000 RLT**. First sale bonus rate: 1 ETH → **520 RLT (+30%)**

Second sale supply: **15,000,000 RLT**. Second sale bonus rate: 1 ETH → **460 RLT (+15%)**

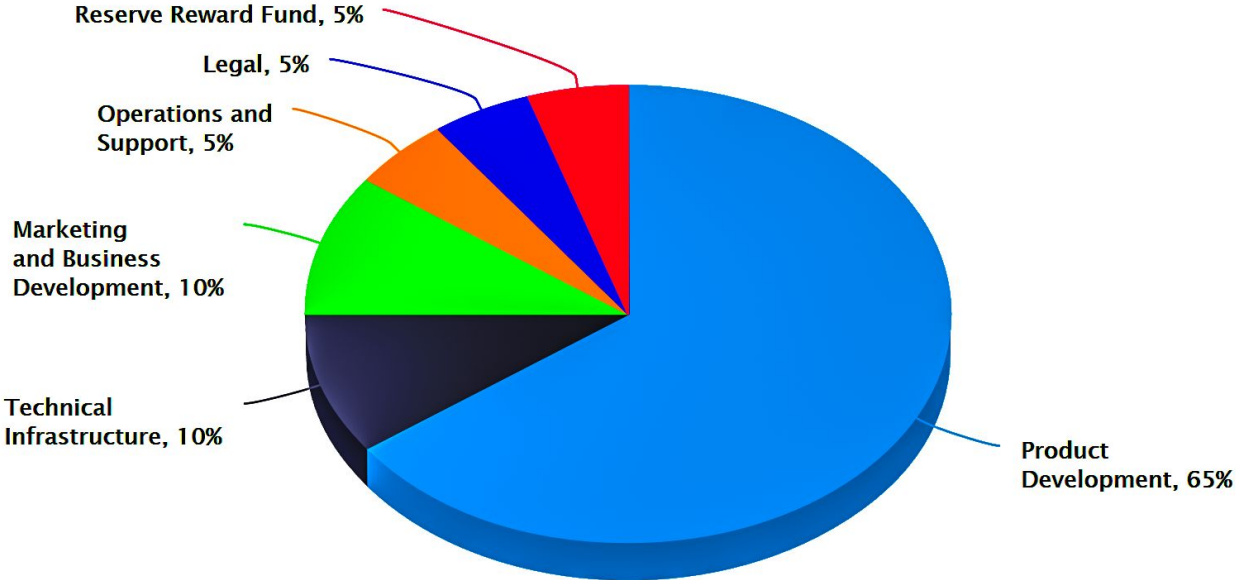
Final sale supply: **25,000,000 RLT**. Final sale regular rate: 1 ETH → **400 RLT**

Token Distribution



Funds Allocation

Our highest priority is **product development**, together with **digital marketing** and efficient **technical infrastructure**. We also pay great attention to **customer service** and seamless operation, and reliable **legal support**. A certain amount of funds is reserved for **external services**, which can be valuable for the project development.



Team



Oleg Razdzialouski
Realt Ltd Co-Founder

Oleg has been committed to real estate industry since 2003 through **Realt.by** solutions and infrastructure, implementing software and websites for a national property portal and major market players. One of the main focuses for Oleg is internet marketing, and his strategies for optimizing experience of websites have been very successful with customers; notably, Realt.by is used by the absolute majority of the national real estate market. Whilst specializing in the property digital marketing, Oleg is focused on software delivery due to his technical background and Master's degree in Computer Science.

[LinkedIn](#)

<https://www.linkedin.com/in/oleg-razdzialouski/>

Team



Kirill Sherman
Realt Ltd Co-Founder

Kirill is a software development manager, and has been delivering websites and application services since 2000. Kirill managed product and software development in an investment bank (5 years for **Morgan Stanley**), an oil major (nearly 3 years for **BP**), and most recently for **Nordea Bank** (8 software development teams distributed across Nordic countries). Wide experience in creating complex software products and deep technical knowledge allow Kirill to manage the REALT marketplace support and development with the highest level of enterprise quality.

[LinkedIn](#)

<https://www.linkedin.com/in/sherman124k/>

Legal. Vision

Realt Ltd was established in June 2013 in London with the intention to invest in innovative IT services development for the property market with full range of advertising tools and advanced marketing campaigns. The company was registered in England with the company number 8574524 and the registered office is at 97 Friars Mead, London, E14 3JY.

Realt Ltd has successfully registered REALT trademarks in the UK (IPO UK00003042179) and the EU (CTM 012099172) to protect its assets in the company's legal jurisdictions, whilst providing its services globally.

We believe that the global market is ready for a new marketplace that allows people to exchange value through real estate services with minimal and transparent transaction fees.

Blockchain-based tokens and smart contracts will introduce unparalleled freedom and flexibility to all parties of the property market.

Contact Us

All your questions, comments, and ideas are welcome.

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