

w3.land

Land • deeds • parcels • tokenization

Positioning

w3.land is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitor

Why it wins

- Land is timeless — Few asset classes are more foundational. The word is global and instantly understood.
- Perfect for verification — Ideal for deed lookup, parcel metadata, registry education, and onboarding flows.
- Tokenization narrative is strong — If land is brought on-chain, the category leader needs the category name.

Best-fit buyers

- Land marketplaces and broker networks
- Title, registry, and verification platforms
- RWA tokenization infrastructure providers
- PropTech firms expanding into land data + settlement
- Metaverse land operators (optional narrative)

Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer