

# Portal Estate

An international platform that unites the interests of developers, agencies, and real estate buyers

# Advantages of our platform



The ability to conduct a transaction on the spot is the main advantage of our aggregator



Thanks to VR showrooms, our clients can see the future interior of their apartment



Opportunity to appreciate the view from the window



Possibility of interaction with all components inside the property



Securing the deal

Simplicity

Security

Availability



# Portal Estate is an aggregator of innovative real estate solutions

Consisting of:



**Showroom  
networks**



**General  
site**



**Mobile  
application**



**Software,**  
supporting the  
functionality of all  
platform services

Showrooms provide high conversion rates for transactions due to an immersive experience, immersing the buyer in virtual reality, in which all kinds of real estate properties from different parts of the world await him

The website and mobile application allow the user to explore the market, see visualizations of apartments, try on a design generated by a neural network and evaluate the infrastructure around the property

# What tasks do we set?

1

Make access to the international real estate arena accessible and increase the level of sales and rentals

2

Simplify the interaction between the consumer and the manufacturer by recreating or rendering objects using the latest developments in AR/VR, as well as a bot assistant inside the VR space

3

Reducing commissions on transactions, combining all available real estate options in the world on one platform

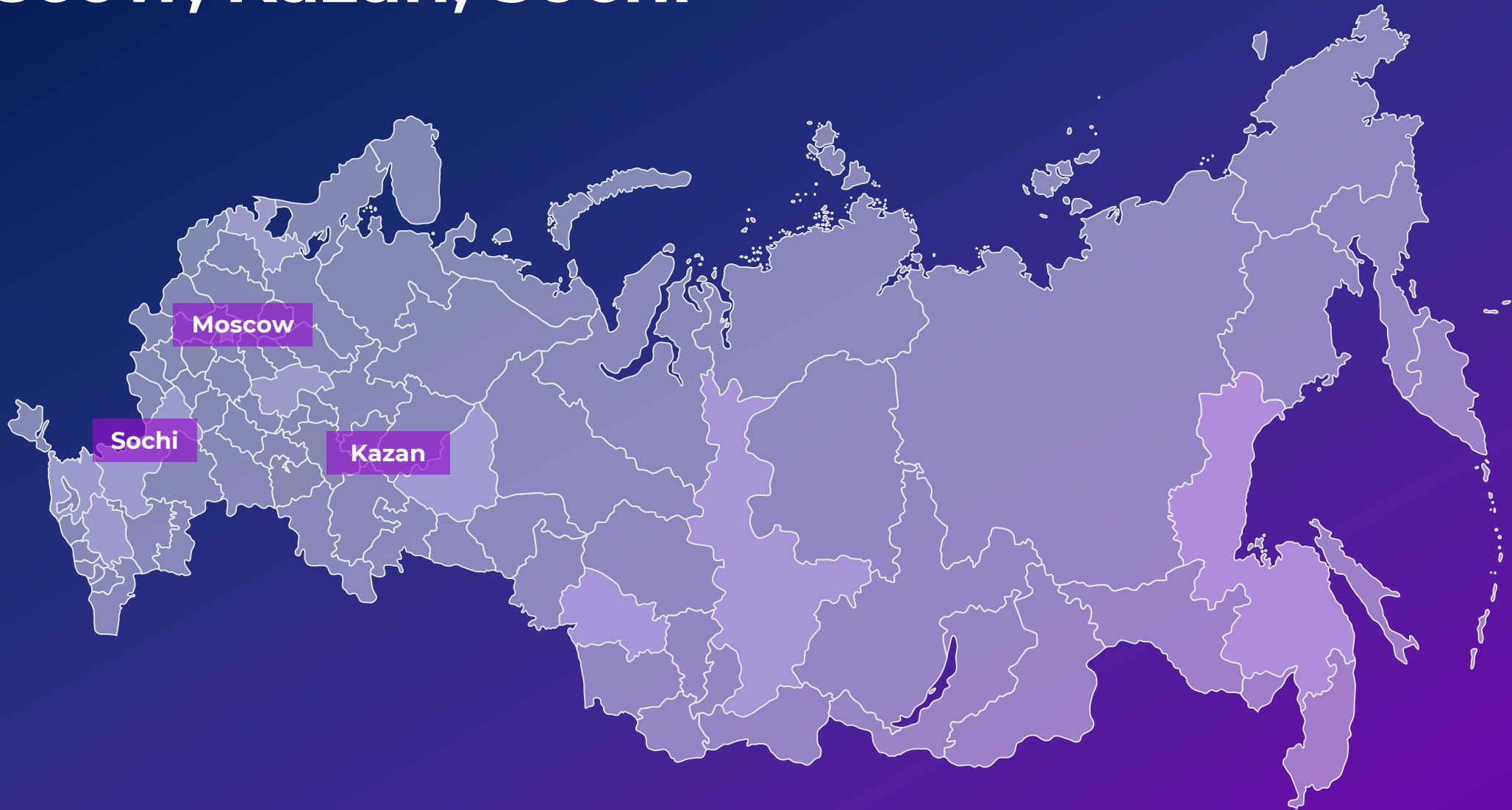
**At the start of the project** Several VR showrooms are opening in different regions and countries, distribution is carried out according to a franchise ownership model, which helps speed up the construction of an international network

**As a partner (franchisee)** Individuals and legal entities are considered who provide 3 or more clients (developers, real estate agencies) for the digitization of specific objects and the construction of objects for them in a VR environment. This is necessary for creating content. For our part, we create customer traffic

**Partners (franchisees)** manage showrooms, connect to the website and mobile application through a referral system to ensure transparency of transactions and clear rewards for partners



# The first VR showrooms: Moscow, Kazan, Sochi



Ready deal without removing the VR helmet

# How it works

1

The franchisee or Portal Estate marketing department attracts traffic to view real estate in the partner's VR showroom

2

The client, with the help of the showroom manager, gets the opportunity to immerse himself in the most comfortable VR environment for him, where he can choose the country, region or city with the property he is interested in

Then he, together with the assistant bot, finds himself in a detailed recreation of the space of the selected object.

3

Property viewing can be done in different ways:

Rate the view from the window

Feel the aromas and atmosphere

Interact with any objects indoors

Change the layout and interior (if this possibility is provided by the property)

Ready deal without removing the VR helmet

# How it works

4

In the VR space, the client has access to all technical information in tooltips and can receive it from the assistant bot

5

At the end of the viewing, the assistant talks about the possibility of making a down payment or prepayment

6

The sales commission is divided between the franchisee and Portal Estate

7

Our platform also provides the function of concluding agreements with a partner bank for obtaining a loan or mortgage

8

The transaction is carried out directly on the site, using the tools provided by the platform's capabilities





# At the end of 2020, the volume of housing construction shows stable growth

**>146 billion rubles**

Realtors Commission for Moscow and regions over the past year

**1565 out. m<sup>2</sup>**

The volume of new development in the Krasnodar region in 2020.

**>45 million m<sup>2</sup>**

Housing built in Moscow and regions over the past year

**10%**

Share of the largest developers

# ZERO GRAVITY FOUNDATION

Provides company support

## PORTAL ESTATE



Financial



Managerial



Marketing

- Zero Gravity Foundation is a decentralized venture fund and an international aggregator of digital, innovative and blockchain technologies
- You can purchase shares of the Portal Estate project through the purchase of tokens from the Zero Gravity Foundation fund



**ZERO**  
GRAVITY FOUNDATION

<https://zerogravity.foundation/>