

w3.homes

Seven-figure

Own the Homes destination • Category-defining brand asset

Qualified only

Positioning

w3.homes is a premium two-character identity positioned to sit at the top of the home lifecycle: discovery, services, financing, and ownership. The name works as a modern homes brand today and can optionally carry a Web3/tokenization narrative as adoption expands.

Why w3.homes wins

- Homes is a mainstream, high-intent category word that reads instantly.
- W3 is short and scalable - a ticker-like brand token for modern platforms.
- Exact-match extension strengthens credibility and recall.
- Built for trust and conversion in a high-stakes consumer category.

Best-fit use cases

- Home marketplace and discovery (listings, tours, offers).
- Home services ecosystem (providers, memberships, concierge).
- Builders and new construction (inventory, communities, lead capture).
- Tokenization-ready ownership layer (identity, settlement narratives).

Acquisition process

01

Qualification + optional NDA

02

Terms shared with stakeholders

03

Escrow transaction

04

Registrar transfer / push

Ideal buyer profile

- National or regional home platform scaling into a destination brand.
- Home services marketplace expanding into repeat customer lifecycle revenue.
- Builder network/new construction platform seeking a flagship identity.
- Financial institution building an end-to-end homeowner ecosystem.

Value drivers

- Category clarity reduces friction and improves click trust.
- Brand moats compound over time across products and markets.
- Flexible narrative: modern web today, Web3-ready tomorrow.
- Strong architecture for future verticals (rentals, finance, data).

Optional: ask about complementary W3 property namespace acquisitions (real estate, apartments, mortgage).