

Q&A

Real estate startup turns to blockchain to simplify process

December 7, 2018



PadBlock uses blockchain to streamline the home purchase process. Image courtesy of PadBlock

By SARAH RAMIREZ

Blockchain, the tamperproof technology originally developed to verify transactions using digital currencies, is being integrated into a growing number of industries including real estate.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

PadBlock is a forthcoming online real estate platform that uses blockchain to ensure that buyers have thoroughly completed each stage of the homebuying process before moving onto the next. As younger affluents prepare to purchase properties, it is vital for real estate companies to use digital tools to streamline processes.

"I began to obsess with the idea of streamlining and vertically integrating the home-buying process," said Albert Marinas, founder/CEO of **PadBlock**, Newark, NJ. "What's more, I sought to digitize the entire process, making it all-encompassing from the user perspective: a home buyer needs an attorney, lender and realtor but also, a moving company, a handyman and insurance company."



Albert Marinas created PadBlock despite having no prior blockchain experience

In this Q&A, Mr. Marinas discusses ultra-luxury developments and their exclusive amenities. Here is the dialogue:

How did the idea for PadBlock come about?

In February 2016, I bought a home. While I was extremely excited finally to be a homeowner, I soon began to replay the entire home-buying process in my head.

As a logistics analyst of more than 10 years, I naturally had to break down the transaction into steps and scrutinized every detail for ways in which the process could be improved.

Soon I realized that I had done more than simply put together a Web site to be a more effective realtor. I had the genesis of a startup that would revolutionize the real estate industry.

PadBlock is a digital ecosystem bringing together homebuyers and professionals involved in the home-buying process. Our platform is built on two pillars: we educate users at each step of the way and allow them to choose from rigorously vetted professionals.

We put the entire home buying process, browsing to closing, in the palm of your hand.

Did you already have experience with blockchain technology before starting PadBlock?

None. I thought it was too geeky or technical for me to understand. It was not until late 2017 when I saw a [YouTube video](#) explaining smart contracts and immediately saw how it could apply to real estate. From then on, I began to read and learn more about blockchain.

How can real estate professionals use PadBlock?

Real estate professionals will find a simplified, yet complete, one-stop shop to manage their day-to-day business. PadBlock's vertical integration will allow professionals to handle more transactions a year.

Thanks to our streamlined process, these professionals will spend less time searching and waiting for documents and more time doing what they do best, whether it is as an attorney, realtor, lender or so on.

How can users ensure that their information is protected while they're using PadBlock?

PadBlock uses blockchain technology to perform Know Your Customer (KYC) compliance and promptly encrypts user documents and information. User data can only be accessed for a limited amount of time and only with user approval.

As users collaborate with their team of professionals, the appropriate documents are shared as needed. Once the transaction is closed and the home is sold, the documents are then locked.

How do you believe PadBlock will change the way real estate transactions are conducted?

One of our main goals is to speed the home-buying transaction from the usual 45-day cycle to a couple of weeks. Home buyers will be tapping away on their phones as they browse for homes, upload financial documents, setting

appointments with professionals, signing contracts and finally, schedule the closing.

What impact do you think blockchain will continue to have on the real estate industry?

Blockchain will revolutionize the industry. Smart contracts will expedite transaction time and overall lower cost to service. Accordingly, real estate professionals will see a shift in their workload.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.