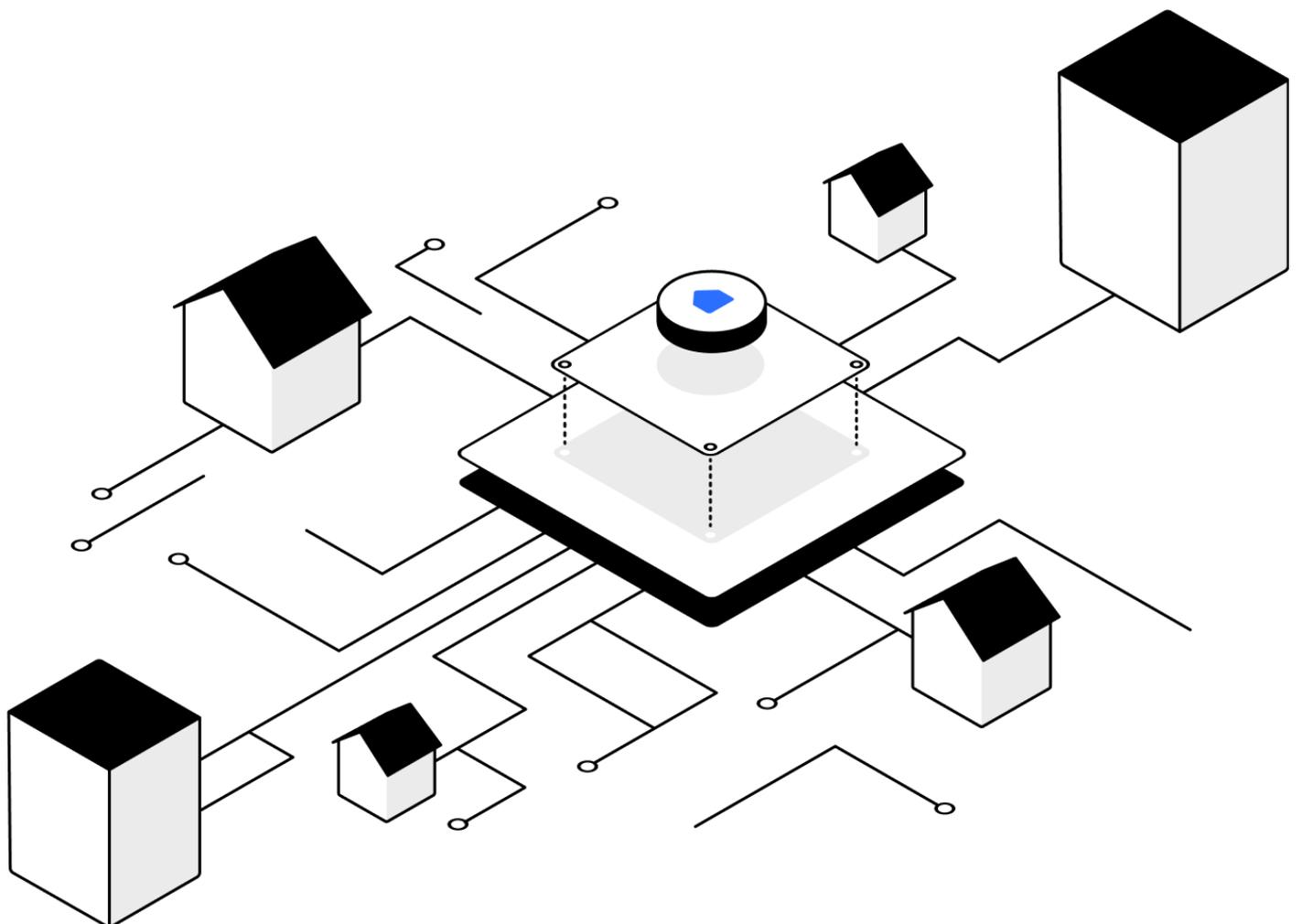# THE HOME PROTOCOL

Home Network Foundation

Whitepaper v1.0

ABSTRACT

The Home Network Foundation is guided by the principle that blockchain technology has the ability to fundamentally transform real estate transactions. The Foundation's mission is to provide a clear alternative to the silos and walled gardens that have long dominated international real estate markets. It will equitably share value by facilitating data transparency and promoting market insights and knowledge. The Foundation aims to increase accessibility, individual opportunities, and successful outcomes within the real estate ecosystem for buyers, sellers, and industry professionals alike.

The Home Protocol uses a novel set of procedures, economic incentives, applications and smart contracts to address the many inefficiencies embedded in today's real estate industry. These new structures have been developed to appeal to both consumers and professional industry professionals, and offer significant improvements upon a variety of legacy systems, in addition to more equitable economics across a wide range of industry settings.

This whitepaper considers the various shortcomings and opportunities relative to the status quo, and explores how a new, stakeholder-based approach to the industry can improve outcomes for all parties. As the initiator of this emerging ecosystem, the Home Network Foundation has been established to pave the way for a new distributed network of real estate consumers and professionals. The Foundation is empowered through its detailed and egalitarian mission, and via the deployment of various financial incentives. The paper explores the primary functionality of the HOME token, key protocol processes, rewards and governance mechanisms, and the cryptoeconomics of the system.

INTRODUCTION

Problems with the Existing Real Estate Industry

While customers represent the integral part of every residential real estate transaction, a variety of existing structures and practices within the industry undermine the consumer experience at every turn. One particular factor is the entrenched structures and legacy interests within the industry's tech landscape and infrastructure. Entrenched groups within the industry enjoy dominant centralized positions while largely remaining sheltered from meaningful pressures or incentives to innovate and develop simpler, more accessible, procedures and practices. As a result the real estate ecosystem collectively imposes many burdens and unnecessary frictions on both consumers and industry professionals, extracting value away from these key contributors.

Within the real estate ecosystem, dominant legacy structures largely prevent both consumers and real estate agents from participating fully in the economic value derived from the transactional data that they generate. For example, real estate purchasers—the consumers at the base of residential real estate transactions—go uncompensated, even as data related to their actions is monetized by gatekeepers and platform hosts. Agents also represent primary sources for much of the data that informs key industry metrics and databases, but rather than being rewarded for their critical contributions, they too often see other entities employing their data, without providing any compensation. In fact, these same agents are forced to pay fees in order to interact with the data they worked to collect.

In addition, the fragmented nature of the real estate ecosystem, where legacy structures struggle for fluid interoperability, compounds the poor economics with transactional processes that consumers frequently describe as laborious and burdensome. Today, multiple service providers—especially from the four core functions of realty, mortgage, insurance, and title—all compete for the attention of the consumer. As a result, consumers find themselves dragged between competing sales funnels, creating a poor user experience. In addition, service providers impose unnecessarily complex software experiences, virtually all of which are built atop poorly-performing legacy network infrastructure. Lastly, lead generation intermediaries often interrupt this flow, compounding the poor consumer experience and adding to the cost of customer acquisition for professional service providers.

Decentralized Systems and Opportunities for Transformation

The exponential rise in computational power and data storage capacity, linked with blockchain technology, is driving rapid change and profoundly altering the ways that societies and businesses tackle new challenges. The broader process has been described by some as a

"Fourth Industrial Age," one powered by blockchain. This technology has the power to fundamentally disrupt static industries and legacy business organizations, in addition to the business practices that have developed in their shadows.

These opportunities are leading to rapid, and, in many cases, profound changes across a large number of industries and business models. In particular, blockchain technology is disrupting centralized marketplaces, ushering in new, decentralized models capable of reducing inefficiencies, bypassing rent-seeking intermediaries, and leading to more equitable distribution of value amongst users.

While the real estate sector has seen only limited impact from blockchain and decentralized systems to date, it is a prime example of an industry poised for transformation. The existing ecosystems built around real estate transactions, particularly in the U.S., largely consist of centralized monopolies and entrenched intermediaries, all of which increase friction, decrease stakeholder satisfaction, and explicitly monetize customer, property, and market data. They do this through their proprietary walled gardens that are frequently employed to attract and lock-in additional cohorts of consumers. Many of these entrenched technology incumbents have barely changed since the advent of the internet, and to date, little disruption of their existing structures has emerged.

However, building on the foundations and new capabilities provided by decentralized blockchain projects such as Bitcoin and Ethereum, the Home Network Foundation is developing a blockchain application and a number of contracts to tackle the many inefficiencies embedded in the real estate industry—specifically concerning its processes and transactions. These new structures feature a unique combination: they are a significant upgrade to the incumbent, legacy systems, and they offer attractive economics and revenue sharing models that are facilitated by decentralized systems incorporating blockchain technology. While the initial focus is on existing practices in the U.S. real estate industry, growth into Canada and additional international settings are expected to quickly follow.

Home Network Foundation's Vision for a Transformed Real Estate Ecosystem

The Home Network Foundation is guided by the principle that blockchain technology presents a unique opportunity to fundamentally transform the operations of, and redistribute the value created by, real estate transactions. This will lead to a more equitable solution for both customers (as participants in and beneficiaries of the generation of economic value) and professionals (by according them a more substantial stake in the network economics). For most professionals the current system is an inefficient model for acquiring customers and completing transactions as many intermediaries claim large proportions of their fees. A more transparent network will allow real estate professionals to

more efficiently compete for customer attention and acquire new clients, while simultaneously reducing the overall cost of customer acquisition. Most importantly, this efficient and transparent decentralized model, where the consumer is at the center of the transaction, will lead to an improved consumer experience -as well as one that's fairer.

It is the goal of the Foundation to create new economic incentives that will ultimately replace centralized legacy systems with distributed protocols benefitting all network participants. In this view, moving away from the centralized value and control structures lays the groundwork for a, more equitable and inclusive industry. It creates a transaction structure that better serves those actively generating value inside the system. Within this reshaped ecosystem, the Foundation will utilize the HOME token as a reward to fairly direct value across each transaction and throughout the industry as a whole.

Establishing the HOME token as a central vehicle within industry value flows also enables attention to be directed towards a variety of additional problems and challenges that have long impacted the real estate ecosystem. For instance, housing affordability and barriers for first-time buyers (particularly from disadvantaged minorities) are both frequently described as limiting access to homeownership in the U.S. Other limitations include rigid adherence to outdated mortgage underwriting standards, as well as models that do not take the structure of modern earnings into account such as contract work in the gig economy. The Foundation is actively developing a number of proposals intended to address these issues. Examples include novel savings programs related to the HOME token, making educational content available to potential consumers, and enabling streamlined and focused access to the most qualified professionals across the range of industry specializations, including access to mortgage providers whose underwriting models take into account the reality of the modern gig economy.

In the most general sense, the Foundation's mission of tackling these barriers to access are inseparable from its efforts to support the transition towards a more streamlined, equitable, and effective transactional process. In all cases, the HOME token will support an emerging ecosystem of modern, technologically sophisticated applications that rely on decentralized blockchain technology (dApps) vs opaque, proprietary application databases, focused upon making the real estate ecosystem more equitable and universally accessible.

FOUNDATION OBJECTIVES

Mission: The guiding mission of the Foundation is to create a fairer, more transparent, and more efficient transaction market for homes.

The Home Network Foundation's objectives include, but are not limited to:

- Reducing the complexity and improving the experience of the real estate process for all stakeholders, with a focus on promoting user-friendly structures.

- Creating a more level playing field by introducing competition to elements of the industry currently dominated by entrenched groups and extraction-focused intermediaries.

- Presenting buyers and sellers with the most accurate information about homes and market conditions in order to better inform and expedite the decision making process.

- Providing transparent, compelling, and decentralized alternatives to the incumbents' walled gardens, which operate as monopolies and control access to customer and transaction data.

- Bringing privacy, choice and value sharing to consumers by putting them in control of their data, giving them control over how their identity, their property, and their consumer decisions are used.

- Ensuring consumers participate in the data, lead and fulfilment economics surrounding their home purchase or sale decisions.

- Providing real estate professionals with economic incentives to pursue activities that fundamentally benefit all parties in a transaction.

- Distributing a larger share of the value derived from the real estate industry to the network's active participants, including customers and professionals.

- Establishing the necessary operating infrastructure for additional partners to develop applications supporting the HOME token in an easily deployable manner via API integration.

- Helping home buyers save more effectively for their homes by providing HOME token incentives for savers and encouraging savers to allocate capital to the new economy.

● Helping home buyers pursue more informed paths through the real estate ecosystem by making educational content available and facilitating access to qualified professionals.

STATE OF THE REAL ESTATE INDUSTRY

While the Home Network Foundation intends to impact real estate markets in many geographies, our initial focus will be the United States.

- The U.S. has a total housing stock of 142 million units, with a total value of $36.2 trillion.[1]
- Annual transactions are estimated to be approximately 6.76 million in 2020, up from 6 million in 2019.[2]
- Median house prices are $347,000 in 2021, up from approximately $329,000 in 2019. Significant price increases are expected throughout 2021 and into 2022.[3]
- Demand for housing stock continues to soar with estimates of nearly 100 million people looking to purchase a new home in the next 5 years.[4]

Demographic Composition

The demographic makeup of buyers and sellers of homes in the U.S. has been changing significantly in recent years.

Millennials now make up the largest buying cohort, accounting for 56% of mortgage closes as of June 2020.[5] A recent National Association of Realtor report states that "Millennials still made up the largest share of home buyers at 38 percent: Older Millennials at 25 percent and Younger Millennials at 13 percent of the share of home buyers. Eighty-six percent of Younger Millennials and 52 percent of Older Millennials were first-time home buyers, more than other age groups "[6]

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[1] https://fred.stlouisfed.org/series/ETOTALUSQ176N, and https://www.zillow.com/research/zillow-total-housing-value-2020-28704/
[2] https://www.redfin.com/us-housing-market
[3] https://fred.stlouisfed.org/series/MSPUS
[4] https://www.nerdwallet.com/blog/2020-home-buyer-report/
[5] https://www.census.gov/data/datasets/time-series/demo/popest/2010s-national-detail.html, and https://www.icemortgagetechnology.com/about/news-reports/press-releases/millennials-will-lead-surge-in-purchase-market-according-to-ellie-mae-millennial-tracker
[6] National Association of Realtors Group. "2020 Home Buyers and Sellers Generational Trends Report." https://www.nar.realtor/sites/default/files/documents/2020-generational-trends-report-03-05-2020.pdf, accessed 5/5/21.

SHARE OF BUYERS AND SELLERS BY GENERATION
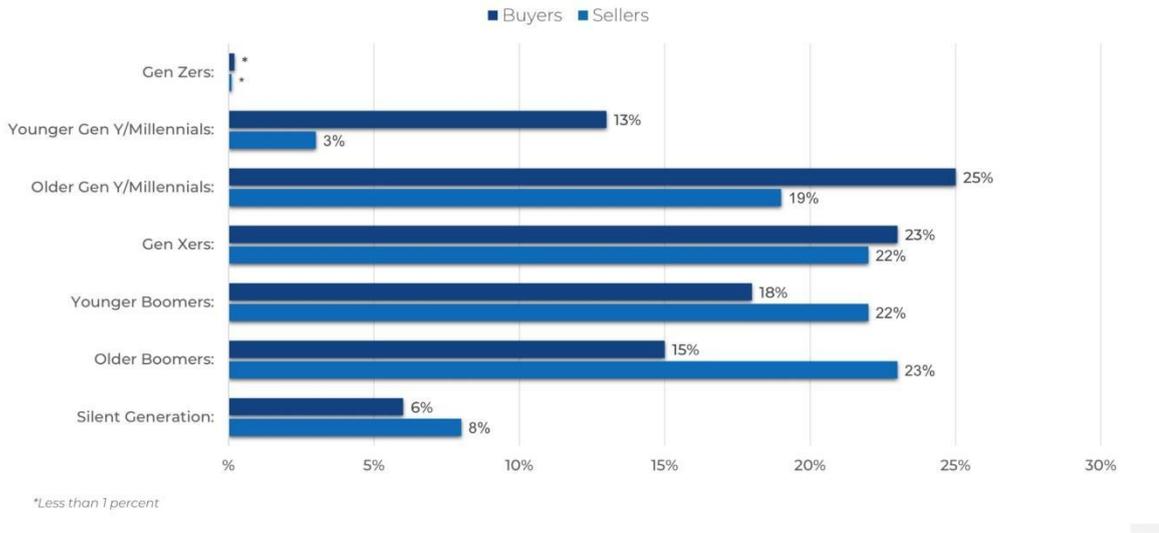
Source: NAR 2020 generational trends report.

The large contingent of Gen Z and Millenials entering the home market are more generally receptive to block chain technology[7]. This trend in real estate ownership and their adoption of cryptocurrencies suggest a strong backdrop to introduce tokenized marketplaces targeted at consumers.

Coupled with trends among Millennials and Gen Z in adopting cryptocurrency and payments technology, in addition to mobile technology more broadly, the above creates a supportive environment for the development of a blockchain-based system centered around the HOME token as the key enabling element These trends in real estate ownership, adoption of cryptocurrencies, and of new payment technologies suggest a strong backdrop to introduce tokenized marketplaces targeted at consumers.

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[7] According to a 2020 survey from The Harris Poll, on behalf of Blockchain Capital, 55% percent of 18-34 are "very" or "somewhat" likely to purchase bitcoin in the next 5 years, 112% higher then those 35+

ECOSYSTEM OVERVIEW

The Home Network Foundation

The Foundation's function is to support the acceleration of the decentralization of the real estate industry. The Foundation is working with a number of partners to allow broader distribution of value as well as decentralization of data ownership. The Foundation has a mandate to act in the best interests of the ecosystem at large.

dApp Opportunities

The Foundation is working with real estate ecosystem partners and developers to create dApps across a number of use cases that are critical to creating an inflection point in the industry. The Foundation has identified several opportunities that are consistent with the Foundation's overall mission and can leverage the protocol to efficiently implement distributed and trustless solutions:

- **Property Search:** A primary opportunity within the real estate ecosystem is enabling a more effective property search platform. Such a dApp would streamline mechanisms for identifying appropriate properties based on a consumer's ranked values.It would also optimize functionality for monitoring markets, and enable simplified engagement with the relevant industry professionals as desirable properties are identified and the consumer considers entering the transaction pipeline. Currently the Home Network is engaging Blimp as its initial dApp partner given its ability to pioneer new opportunities within this space.
- **Transaction Collaboration:** Once a consumer has identified an appropriate property and begins to contemplate a transaction, connecting and collaborating with industry specialists becomes essential. Real estate agents, title companies, home inspectors, and other specialists are all key components for efficiently completing a transaction in a timely manner. While the Home Network Foundation is currently supporting the previously-mentioned Blimp dApp as it incorporates this functionality into its property search and transaction management dApp, the potential for other collaboration tools to emerge is an exciting one that has the potential of aiding the development of the Home Network ecosystem.
- **Decentralized U.S. MLS**: Real estate brokerages, which currently own the individual listings data, provide this data to the 500+ Multiple Listing Services (MLSs) throughout the U.S., which then pool this data and make it available for display. These listings are typically provided by data feeds to MLSs. The MLSs then often place restrictions on how this data can be displayed to consumers. In addition, brokerage firms need to

become members of the relevant MLS (and pay fees) in order to display those listings. This is quite a fragmented and burdensome regulatory regime, especially as each MLS may have its own display rules. Incentivizing the data owners—the real estate brokerages—to supply these listings via data feeds to a new decentralized national database (in which brokerages have a stake in return for the data) represents progress towards increased transparency and equitable access.

- **Neighborhood Marketplace**: Local community members who have verified their home residency could collaborate in decentralized communities where incentives might include either neighborhood members, or individual residents, sharing in advertising revenue generated by networks serving their communities.
- **Scheduling Tool**: For consumers, most visits to see homes for sale are currently coordinated on one centralized platform, which also has sole access to both monetization rights and the data that tracks which parties visited properties. A decentralized scheduling platform, where real estate professionals, as primary users, are also the key stakeholders with data and monetization rights, will more equitably distribute value across ecosystem stakeholders. Any sensitive data would be held by the Foundation, and licensed to the platform, with confidential data only used to help professionals better serve their customers.

THE HOME TOKEN

The HOME token is primarily designed to act as a governance and reward currency. It will also act as a medium of exchange between real estate professionals and customers in a variety of transactions. This reward can be earned and used by both consumers and professionals as they interact with dApps built within the Home Network Foundation's ecosystem. Several examples are described herein.

Initial Planned Consumer Use Cases

- **Contribution**: Consumers are able to earn HOME tokens by contributing information to the Foundation concerning their financial goals, lifestyle needs, current financial status and other information required for pre-approval or validation of a sales lead. These contributions will largely occur as stakeholders interact with dApps within the ecosystem. An example could be an agent or consumer earning a token reward by registering and entering certain demographic information into a dApp such as Blimp Homes, a collaboration platform which is the first application on the Home Protocol.

- **Professional Engagement**: Customers are able to earn HOME tokens through the contribution of app-reported engagement data, such as data evidencing engagement with professionals and the four core services required to complete a purchase or sale transaction on the HOME protocol.

- **Transaction Execution**: Customers interacting with dApps could potentially unlock HOME tokens by completing a transaction on a dApp built upon the Foundation's infrastructure. This includes home purchase and sale transactions, as well as actions such as mortgage refinancing or home insurance requotes.

- **Referrals**: Customers are able to earn HOME tokens by inviting professionals to sign up for applications that use the HOME protocol, with token rewards potentially available upon completion of specified actions.

- **Attestations**: Customers are able to earn HOME tokens by verifying ownership of their property and can earn additional tokens on an ongoing basis by providing additional information about the property.

Initial Planned Professional Use Cases

- **Customer/Pro Referrals**: Professionals are able to earn HOME tokens by referring new professionals to dApps employing the Foundation's infrastructure.

- **Targeting**: Professionals are able to spend HOME tokens to reach prospective customers on dApps based on geographic or thematic targeting.

- **Payments**: HOME tokens can be used as a medium of exchange by various actors within the ecosystem. While tokens can be used expressly with protocol dApps and as payment to real estate professionals, given the open nature of the distributed ledger supporting the tokens themselves, it is also possible to use the tokens for any conceivable type of P2P payment. One example that could emerge would be tradespeople offering discounts to those paying in HOME tokens, as a manner of differentiating their own services.

- **Advanced Features**: Professionals can use HOME tokens to activate specific advanced dApp features such as batch document exporting and intelligent reminders for retention.

Additional Functionality

- **Home Staking**: Within the Home Ecosystem, a number of token staking opportunities may be available to stakeholders. For instance, staking the token entitles consumers to a protocol-sponsored savings program intended to help finance future real estate purchases.

Other opportunities may include property-specific staking that provides agents and other service providers exclusive access to leads at the subject property. Additional staking functionality is anticipated as the protocol matures.

● **Lead Pricing**: A decentralized mechanism for pricing lead data, securely storing it, and distributing value back to the consumer in HOME tokens for providing this information.

● **Valuation**: A mechanism/application to provide economic incentives to review and update algorithmic valuations of properties (automated valuation models or AVMs). This mechanism leverages professionals to act as oracles to contribute their insights in combination with the AVM to refine the predicted value of a property.

● **Token Distribution Algorithm**: An application that governs the distribution mechanisms from the Foundation's treasury to network participants including consumers, professionals, and network application providers. This application will allow completely transparent oversight of the reward distribution mechanism.

● **Property Listing Sites**: Applications that support the decentralization of real estate listing information away from any centralized entities that currently gatekeep listings data and derivatives of such data. As there is no single real estate marketplace that will be established as primary for the protocol, any party can build a marketplace that may meet the needs of a specific user group.

● **DAO**: A decentralized autonomous organization that collectively governs the protocol. The Foundation, along with individual HOME token holders, can stake tokens into the DAO contract in order to participate in governance.[8]

● **Geo Targeting**: A token-consuming targeting mechanism that enables professionals to geographically target customers based on listing location and/or other variables relevant to the sale and/or purchase of a property.

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[8] While it is assumed that staking/locking tokens will be the mechanism that facilitates voting, other implementations such as user-to-vote mapping are also under consideration.

THE PROTOCOL

Protocol Overview

The Home Protocol is a set of processes and procedures intended to facilitate more efficient transactions, communications, and value flows across the real estate industry. At the most fundamental level, the Home Protocol serves as a trusted repository of market and stakeholder data that it maintains as a trusted, independent partner of its associated dApps. It maintains a variety of market analytics, valuation tools, and sharing functionalities that allow it to operate as a trusted partner for associated dApps, real estate professionals interacting with the ecosystem, and consumers sharing data with, and relying upon services provided by dApp partners.

The protocol enforces adherence to various requirements related to conducting business within the ecosystem (see *Protocol Fee Mechanics and Requirements* in the next section for details). The protocol has been created by the Foundation, but its management will be transitioned to a DAO structure as soon as practicable. The protocol also facilitates interaction with the following modules:

1) Lead Valuation

Lead valuation will be algorithmically determined based on a number of criteria captured by relevant protocol dApps that attest to the data upon origination. In the context of a real estate discovery and collaboration tool that includes mortgage origination services, for example, this would include both the required personal and financial information for underwriting as well as additional data that can be used to increase the value of the lead itself - location, lifestyle needs, future plans and more. The lead valuation protocol will be capable of leveraging incoming submissions (both complete and incomplete) to determine the value of the lead itself in USD. It will also measure the corresponding reward associated with the lead, which will be provided back to the distribution system for allocation to the submitting dApp, the customer, and/or any other parties involved in the submission.

2) Lead Allocation to Professionals

The lead allocation protocol will distribute leads based on customer needs and network contribution across interested professional service providers. Allocation methodologies may include formal bidding systems, staking systems, and/or budget-based frameworks. This will inform but not be limited to systems that present an individual who is looking to engage a real estate professional or presenting professionals to customers in the search experience. It could also include a prospective customer that's looking to engage a local contractor for

home improvement services should any ecosystem participant choose to develop a Neighborhood Marketplace dApp. The lead distribution system may take a number of variables into account outside of simply the assumed value including: close rate, geography, transaction history, past performance, and more.

3) The Savings Pool

This protocol will function to help consumers who are saving for a home to enhance their returns via Foundation-approved liquidity structures. Individuals will be able to access a designated set of staking pools that are expected to vary in composition based on risk profile. The Foundation is pursuing plans to launch its own staking contracts as well as partner with various platforms and DeFi protocols.

TOKEN ECONOMICS

Cryptoeconomic Design Considerations

Broadly speaking, the HOME token is designed to return value and agency in the real estate economy to those who contribute value to the ecosystem. The token is the primary means of payment within the Home ecosystem and is used as the core rewards currency. These rewards incentivize contributions of data (so no single entity owns and monetizes the data), protocol engagement (to encourage user adoption), and homeowner savings (to help make home ownership a reality for all). Rewards are sourced from the Community Reserve ("the Reserve"), and the Reserve itself is replenished via the Protocol Fee mechanism, discussed below.

Protocol Fee Mechanism Overview

As the primary facilitator of the Home ecosystem, the Foundation will receive a modest portion of the economic value transacted via dApps building upon the protocol. This fee, referred to as the Protocol Fee, is intended to fund an endowment focused on the development of the larger ecosystem. Given the Foundation's mission to pioneer the development of distributed real estate infrastructure that benefits all network participants, the Protocol Fee mechanism is most accurately considered as a focused effort to advance the democratization of the technology and market structures related to the real estate market, as well as the legacy financial structures that influence the market.

The Foundation will initially use tokens from the Community Reserve, and ultimately utilize proceeds from Protocol Fee collection, to fund its reward programs. This structure facilitates a "recycling" of tokens back into the Community Reserve and creates a sustainable mechanism that encourages ecosystem adoption. The approach also implies a base level of buying pressure that can improve market dynamics in both the short- and long-term. When governance is transitioned to a DAO, the flow of tokens related to these programs will offer the community a significant source of value from which it can direct funds towards agreed-upon development objectives.

Protocol Fee Mechanics and Requirements

The Protocol Fee mechanism will apply to any services that are originated using Foundation-managed customer (lead) data or otherwise transacted via the protocol. This includes services provided by any platform dApp. All arrangements must include the HOME Token Protocol Fee (which is sent to the Foundation rewards pool; dApps can increase above minimum requirements at their discretion). The Protocol Fee is calculated as a percentage of the total economics that are payable to each dApp in any given transaction. Eventually subject to distributed governance via the DAO, the minimum Protocol Fee will be set at 20% of the total transaction economics at the time of launch.

Token Allocation and Community Reserve Overview

HOME will be launched as an ERC-20 token on Ethereum with a fixed, maximum supply of 500 million tokens. Over a 20-year period, HOME tokens will be released systematically from the Community Reserve. Token distribution of the genesis Community Reserve will terminate at the end of year 20, at which point 100% of the original Community Reserve supply will have been released into the market and reward mechanisms will be funded entirely through redistributing tokens collected via the Protocol Fee.[9]

A comprehensive specification of HOME's circulating supply can be understood by overlaying vesting schedules assigned to the allocations described below on top of Reserve emissions.

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[9] Given the speed and efficiency of Solana's layer one blockchain protocol, it is anticipated that much of the early protocol transaction activity will occur on Solana once HOME becomes transferable via a network bridge.

Community Reserve Emissions Over Time
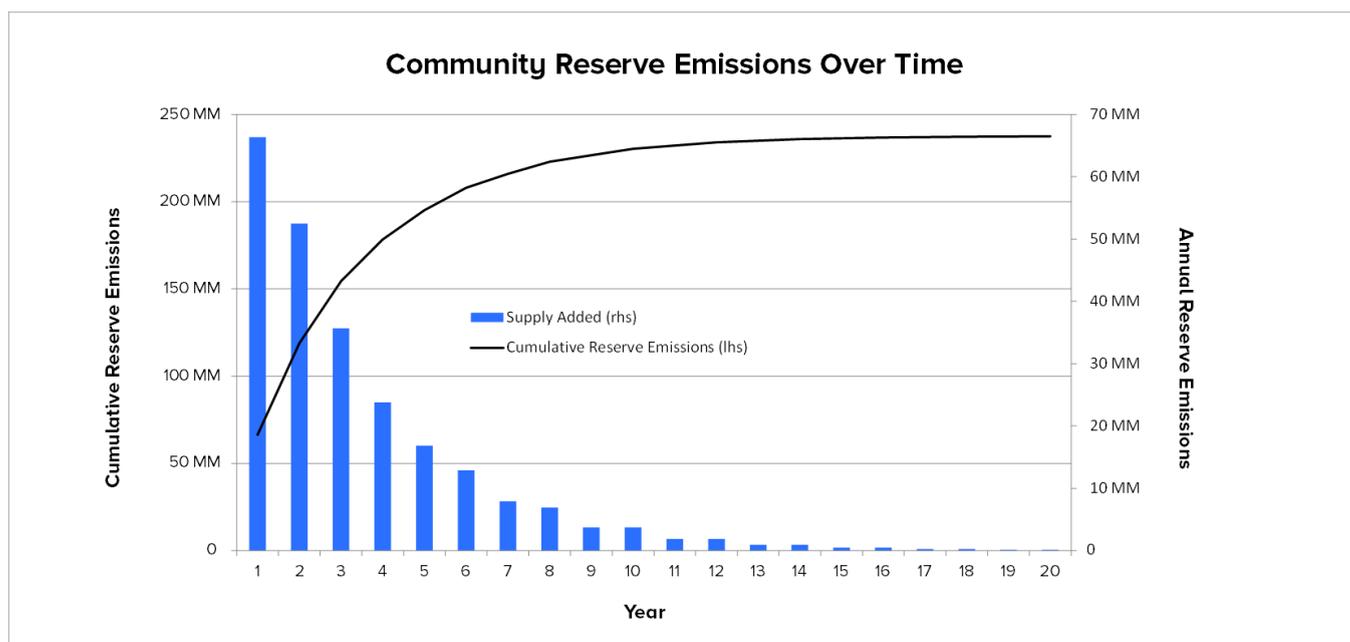
Summary Allocation

- Community Reserve: 47.5%
- Grants + Partnerships: 20%
- Bounties + Referrals: 5%
- Advisors + Service Providers: 2.5%
- Team: 15%
- Investors: 10%

Additional Information

- The Team allocation will be distributed to core contributors to Foundation's development. Investors include participants in private fundraising rounds as well as any public sales. Team allocations all vest linearly over 4 years from the time of award; investor allocations vest immediately from the time of award or sale, but are locked up for a period of one year and then are released linearly over a further period of 3 years.
- The allocations for Grants + Partnerships, Advisors + Service Providers, and Bounties + Referrals will all be managed and distributed by the Foundation initially. These allocations vest linearly over approximately 2 years.

The Community Reserve

The allocation for the Community Reserve, held by the Foundation, is broadly intended to fund ecosystem development and various rewards programs. Such programs include

Enrollment & Referral, Data Contribution & Attestation, Home Savings Pool, and Throughput Rewards.

The Community Reserve emits tokens according to a disinflationary model with a release schedule that's been optimized to account for anticipated activity.

Community Reserve Emissions Schedule

Year	Reserve Emissions	Cumulative Reserve Emissions
1	66,366,895	66,366,895
2	52,499,185	118,866,080
3	35,659,824	154,525,904
4	23,773,216	178,299,120
5	16,839,361	195,138,482
6	12,877,159	208,015,640
7	7,924,405	215,940,046
8	6,933,855	222,873,900
9	3,714,565	226,588,465
10	3,714,565	230,303,030
11	1,857,283	232,160,313
12	1,857,283	234,017,595
13	928,641	234,946,237
14	928,641	235,874,878
15	464,321	236,339,198
16	464,321	236,803,519
17	232,160	237,035,679
18	232,160	237,267,840
19	116,080	237,383,920
20	116,080	237,500,000

Protocol Fees that are transferred to the Community Reserve during the regular course of Foundation operations will go into a separate Reserve pool that will be subject to DAO governance.

Rewards Mechanisms

The allocation of Community Reserve emissions among the below rewards programs will be managed by the DAO upon its instantiation. Each reward program will establish a separate pool that holds custody of the incoming emissions prior to their distribution; distribution to users will be made on a first-come-first-served basis. The Enrollment & Referral, Data Contribution & Attestation, and Throughput Rewards pools will be depleted in connection with verified enrollment, referral, contribution, and transaction activity, and may therefore run a positive balance year-over-year if the amount of rewards activity is less than the pools'

respective annual allocation.[10] The Home Savings Pool will transfer tokens to liquidity pools with staked user balances based on user contributions, Savings Pool capacity, and target yield objectives, and may therefore similarly hold surplus funds year-over-year.[11]

At the time of launch, the following allocation schema will be in place:

- **Enrollment & Referral Rewards: 35%**
  - Consumers and professionals earn Enrollment Rewards by registering (and completing various actions) with a dApp operating on the Home Protocol. Similarly, consumers and professionals can earn Referral Rewards by inviting prospective professionals to register with a dApp that uses the Home Protocol.

- **Data Contribution & Attestation Rewards: 30%**
  - Data Contribution Rewards compensate consumers for sharing data with the Foundation related to their financial goals, lifestyle needs, current financial status and other information. Contributions could include app-reported engagement data (i.e., engagement with professionals and the four core services required to complete a transaction), which can help validate the data contributed and render it more valuable as a lead. Depending on the level of verification obtained on respective submissions, rewards may be transferred directly to contributors or sent to the Home Savings Pool, pending user withdrawal.

- **Home Savings Pool: 25%**
  - Users who stake tokens to either one of the Foundation's Savings Pool Contracts directly, or to a Foundation-approved partner platform or DeFi protocol, are eligible to receive Savings Pool Rewards. The program will offer yield in the form of HOME tokens that can facilitate the growth of user balances over time. Balances can be used to fund closing costs related to the sale or purchase of a home via approved platforms.[12]

- **Throughput Rewards: 10%**
  - Professionals earn Throughput Rewards when the value of their transactional activity reaches certain milestones. Allocations from the Throughput Rewards

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[10] The Foundation will establish a schedule specifying the amount of token rewards for each activity and will periodically review and adjust rewards rates in its discretion. DAO governance processes will include management of rewards rates upon instantiation.
[11] Rewards emissions will not exceed the levels specified in the Community Reserve Emissions Schedule unless current year rewards are supplemented with excess capacity from previous years.
[12] HOME balances that remain unclaimed or that do not exhibit any incremental staking/deposit activity for six months will be sent back to the Community Reserve pool.

pool to App-specific sub-pools are executed on the basis of life-to-date, pro-rata protocol transaction activity.

Token-Mediated Governance

Protocol governance will be managed by the Foundation following protocol launch before being transitioned to a DAO structure. A vibrant community of consumers, real estate professionals, and crypto enthusiasts is expected to guide ecosystem development once the DAO is initialized. The Foundation will establish specific selection criteria and optimization objectives in order to facilitate a comprehensive assessment of potential DAO structures prior to deployment.

ROADMAP

The Foundation's roadmap is a long-term path to changing a complex, deeply entrenched legacy system. Below are the identified key near-term milestones on the path to the inflection point that can fundamentally change the entire industry for the better:

1. **Utility**. Launch of key real estate collaboration and search tools.

2. **Governance**. Establishment of the DAO and off-chain/on-chain governance processes.

3. **Savings Rewards**. Launch of the Savings Pool structure.

4. **Partnerships**. Additional utility through new service level agreements with partners and service providers, new marketplace structures, and other dApps.

5. **Geographic Expansion**. The Foundation's initial focus is the U.S., with a likely early expansion to Canada. Further expansion to other international geographies is on the long-term roadmap.

CONCLUSION

The Home Network Foundation is focused on improving the real estate experience for a wide range of ecosystem stakeholders. The various shortcomings of existing structures—and the numerous prospects for improvement from both technological and structural perspectives—provide abundant opportunities to design a transformed, stakeholder-based approach to the industry. Exploring how such structures can improve outcomes and result in more equitable economic allocations for all parties is the fundamental mission of the Home Network Foundation. Through decentralized governance processes and robust rewards

mechanisms, the Foundation is fostering opportunities for real estate technology innovation that benefits consumers and real estate professionals alike. Building upon the novel potential and functionality of the HOME token, key protocol processes, rewards mechanisms, and the cryptoeconomics of the system at large, the promises of this new approach will be realized through more efficient transactions, more equitably shared value flow related to transactions, and more secure, careful protection of consumer and transactional data. From data transparency, to market knowledge and insights, to the challenges of escalating down payment requirements within modern marketplaces, the Home Network Foundation is dedicated to increasing market accessibility, individual opportunities, and successful outcomes within the real estate ecosystem.