# Propy harnesses blockchain to accelerate and democratise real estate transactions



Propy, a pioneering real estate platform, is redefining the property transaction landscape by harnessing blockchain technology to streamline and enhance the efficiency of real estate deals. The platform seeks to eliminate traditional intermediaries, reduce extensive paperwork, and automate processes through smart contracts, offering a potential end to the lengthy timelines and high fees that have long plagued the real estate sector. This digital transformation is reshaping how property transactions occur, moving from cumbersome, paper-based procedures to a more transparent and expedited on-chain system.

The integration of blockchain into real estate allows for the digitisation of property transactions on decentralised ledgers. Smart contracts play a critical role in verifying ownership, managing escrow services, and facilitating instant payments, which can dramatically shorten what once took months to just days. Bruno P. Allaire, a noted leader in digital transformation across industries including real estate, highlights how these capabilities not only enhance speed but add a layer of transparency that benefits all parties involved.

One of the most groundbreaking innovations offered by Propy is the concept of tokenisation, which represents physical properties as digital assets on the blockchain. This makes it possible to divide real estate into tradable shares, thereby injecting liquidity into an asset class traditionally considered illiquid. Tokenisation opens the door for a broader spectrum of investors, including those who could previously not access real estate investments due to high capital requirements, thus democratizing investment opportunities.

Propy’s track record demonstrates the practical application of these technologies. Back in February 2019, the platform completed a landmark transaction in California worth nearly $917,000, conducted entirely through Ethereum smart contracts. This deal eradicated the need for intermediaries, speeding up processes and reducing paperwork significantly. More recently, in April 2022, Propy facilitated the sale of a Tampa condominium as a real property NFT, transferring ownership within just 15 minutes—a far cry from traditional real estate timelines. These transactions vividly illustrate the platform’s ability to enhance transactional speed and security.

Further advancing blockchain's role in real estate financing, Propy introduced an innovative on-chain loan product in January 2025. This financing model allowed buyers to secure loans using both cryptocurrency and the property itself as collateral—what is described as a double-collateralised loan. Marked by a competitive 10% interest rate, the loan was processed instantly and recorded securely on the blockchain, first applied during the sale of a tokenised condominium in Hawaii. This move underscores Propy’s commitment not only to enhance transactional efficiency but also to innovate in how real estate purchases can be funded.

Despite the clear benefits, widespread adoption faces challenges. Regulatory frameworks have yet to fully align with blockchain advancements, and many stakeholders remain hesitant to shift from familiar paper-based contracts to fully digital, paperless systems. There is also a pressing need to improve the user experience on blockchain platforms to ensure security, ease of use, and the capability to handle high transaction volumes, which are crucial for attracting mainstream users. Nonetheless, regulators are gradually providing clearer guidance, and technology platforms are evolving, laying the groundwork for broader acceptance.

Institutional interest in blockchain for real estate is growing, driven by the promise of cost reduction and the acceleration of transactions. Startups and established players alike are investing in compliant systems designed to expand access to real estate investments, suggesting a future where property dealings will be as liquid and accessible as trading traditional cryptocurrencies.

In summary, blockchain technology is no longer just a theoretical possibility in real estate but a transformative force that is making transactions faster, more transparent, and more accessible. Propy exemplifies this shift with its innovative applications ranging from smart contract-enabled deals to tokenisation and on-chain financing. The industry now faces the task of ensuring these platforms meet evolving regulatory standards and user expectations, paving the way for a fundamentally reimagined real estate market.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[6]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[7]](https://www.bitget.com/wiki/what-is-propy)
* Paragraph 2 – [[1]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[5]](https://www.cxodispatch.com/innovation/bruno-p-allaire-the-future-of-blockchain-in-real-estate-investment/)
* Paragraph 3 – [[1]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[7]](https://www.bitget.com/wiki/what-is-propy)
* Paragraph 4 – [[2]](https://www.forbes.com/sites/rachelwolfson/2019/02/07/global-real-estate-platform-completes-sale-of-1m-california-home-using-blockchain-technology/), [[3]](https://www.rismedia.com/2022/04/26/tampa-condo-sold-real-property-nft-via-blockchain-powered-propy-platform-marketplace/)
* Paragraph 5 – [[4]](https://www.fox59.com/business/press-releases/cision/20250124FL03506/propy-announces-unprecedented-instant-onchain-loan-for-tokenized-real-estate-sale-in-hawaii/)
* Paragraph 6 – [[1]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[7]](https://www.bitget.com/wiki/what-is-propy)
* Paragraph 7 – [[1]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[6]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/)
* Paragraph 8 – [[1]](https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/), [[4]](https://www.fox59.com/business/press-releases/cision/20250124FL03506/propy-announces-unprecedented-instant-onchain-loan-for-tokenized-real-estate-sale-in-hawaii/), [[5]](https://www.cxodispatch.com/innovation/bruno-p-allaire-the-future-of-blockchain-in-real-estate-investment/)

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## Bibliography

1. <https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/> - Please view link - unable to able to access data
2. <https://www.forbes.com/sites/rachelwolfson/2019/02/07/global-real-estate-platform-completes-sale-of-1m-california-home-using-blockchain-technology/> - In February 2019, Propy, a global real estate platform, completed its second blockchain-recorded property deal in California. The transaction, valued at approximately $917,000, was executed entirely through Ethereum smart contracts, marking a significant advancement in property transactions by eliminating intermediaries and reducing paperwork. This sale demonstrated the potential of blockchain technology to streamline real estate processes, offering a faster and more transparent method for property transfers.
3. <https://www.rismedia.com/2022/04/26/tampa-condo-sold-real-property-nft-via-blockchain-powered-propy-platform-marketplace/> - In April 2022, Propy successfully sold a Tampa condominium as a real property NFT through its blockchain-powered platform. The property received multiple offers over a 24-hour period and sold for $185,000 USDC, with ownership transferring within 15 minutes. This transaction highlighted the efficiency and transparency of blockchain technology in real estate, allowing for rapid and secure property transfers without traditional intermediaries.
4. <https://www.fox59.com/business/press-releases/cision/20250124FL03506/propy-announces-unprecedented-instant-onchain-loan-for-tokenized-real-estate-sale-in-hawaii/> - In January 2025, Propy introduced an innovative financing option for real estate purchases, allowing buyers to use both cryptocurrency and the property itself as collateral. This double-collateralized loan, featuring a 10% interest rate, was processed instantly and recorded securely on-chain. The first application of this loan was during the sale of a tokenized Hawaiian condominium, demonstrating Propy's commitment to integrating blockchain technology into real estate financing.
5. <https://www.cxodispatch.com/innovation/bruno-p-allaire-the-future-of-blockchain-in-real-estate-investment/> - Bruno P. Allaire, a leader in digital transformation across industries including real estate, discusses the future of blockchain in real estate investment. He highlights how blockchain's integration enables the digitization of property transactions, allowing for greater speed and transparency. Smart contracts can verify ownership, manage escrow, and facilitate instant payments, significantly shortening transaction timelines from months to days.
6. <https://www.ainvest.com/news/blockchain-making-real-estate-liquid-crypto-2508/> - Propy, a leading real estate platform leveraging blockchain technology, is enhancing the on-chain real estate market by streamlining property transactions. The company is capitalizing on blockchain's potential to eliminate intermediaries, reduce paperwork, and automate processes through smart contracts. This transformation is particularly significant in the real estate sector, where traditional transactions have long been hindered by inefficiencies such as prolonged timelines and high fees.
7. <https://www.bitget.com/wiki/what-is-propy> - Propy is a real estate platform designed to simplify and secure property transactions using blockchain technology. Traditionally, buying or selling a property involves loads of paperwork, multiple intermediaries, and lengthy processes that can drag on for weeks. Propy streamlines this by providing an automated, digital system where users can buy, sell, or transfer property titles entirely online. Everything is recorded on an immutable blockchain ledger, ensuring that ownership records are secure and free from tampering.