



w3.apartments

Category-defining rentals and leasing brand asset (seven-figure positioning)

Strategic positioning

- Two-character W3 identity: short, global, logo-ready (reads like a ticker).
- Category-exact extension that communicates intent instantly: apartments.
- Built for marketplace leaders where trust, conversion, and repeat usage matter.
- Seven-figure positioning as a strategic brand asset (not a commodity domain).

Where it fits

- Rental discovery marketplace (search → tour → apply).
- Leasing automation (screening, deposits, contracts, onboarding).
- Tenant portal and payments brand for property management platforms.
- On-chain identity, guarantees, and reputation layers for renters and owners.

Boardroom justification (why this can be worth seven figures)

Category-defining domains are acquired like intangible assets: they reduce brand friction, improve recall, and can lower customer acquisition cost over time. The right buyer is not buying a URL - they are buying a defensible market position that can carry multi-product expansion (marketplace, leasing, payments, identity).

Acquisition notes

- NDA available for qualified buyers.
- Secure escrow supported; standard registrar transfer/push.
- No trademarks or business operations included; due diligence encouraged.