

Real Estate Company Bricktrade Secures FCA Approval for Web3 Crowdfunding

Fractional property investment marketplace Bricktrade has just announced the FCA approval for their web3 crowdfunding program, and the goal to keep their users safe looks promising. Paving the way for a blockchain-integrated crowdfunding sector, Bricktrade seeks out the most secure, efficient, and transparent solutions for the upcoming generation. A generation of investors that seek an alternative to the common rug pulls and asset liquidation so common today. As the economy suffers another hit, it becomes increasingly more challenging for people to own property as real estate prices soar.

To combat the growing uncertainty, Bricktrade offers a seamless investment modality that enables equal opportunities to investors regardless of income status through fractionalisation. Backed by innovative technologies in the web3 space, investors are now granted the right of owning property shares without the common hassles that prevent many buyers from entering the market.

With FCA approval, concerns regarding credibility and safety are mitigated. Directly from their mission proposal, the FCA states:

“The harm that we seek to prevent includes harm to consumers, both individually and collectively, and threats to effective competition and market integrity. Knowing that firms are effectively regulated means users of financial services can make confident choices about the products they buy.”

As the company prepares for its launch in late September, Bricktrade aims to provide its readers with a thorough overview of the importance of the FCA approval within the real estate marketplace.

Housing Crisis

The current housing crisis in the UK has locked out an entire generation from investing in real estate. Housing prices are steadily climbing, and now with the economy facing a

possible recession, those numbers are expected to peak past the current 9.2% average rise. According to The Intelligence Lab report in 2021, global house prices continue to soar at an ever-increasing speed since the first quarter of 2005.

When these figures are factored in with UK salaries, saving up for a down payment on a home proves to be a major challenge. This is especially true for the members of Gen Z and millennials.

As a result, the housing crisis has created a significant gap in the level of financial security that many can look forward to as they get older. While younger generations are no longer presented with the same opportunities to invest in property, standard real estate procedures become outdated.

Crowdfunding UK property has now become quicker, more accessible, and more affordable with the integration of web3 services. And while the market actively seeks to resolve its limitations, Bricktrade believes everyone should have the opportunity to benefit from these services. Now, with the company's marketplace model, solutions abound.

What is Bricktrade?

Bricktrade is a UK-based global real estate tokenisation platform offering fractional property investment solutions via a blockchain protocol. Bricktrade's core concept is to provide equal investment opportunities to those who wish to own property without the hassles of mortgages, down payments, and credit checks.

With just as little as £500, prospective buyers can enter the crowdfunding market and secure equity more securely and faster than any traditional market currently offers.

Moreover, investing in global property developments is not limited to just institutions, but individuals as well. This provides developers access to a wide-range database of investors. This process allows shares in UK properties to be purchased using cryptocurrency on an open blockchain.

As a result, developers can raise capital faster than traditional means and access higher liquidity levels. The goal is to democratise real estate investments so everyone can share in the wealth. However, skepticism may arise regarding trust due to the novel concept of web3 innovative solutions.

Bricktrade is secured by a partnership with [Crowd for Angels](#)—an established crowdfunding platform based in London—along with an entire global network of experienced leaders in the field. With the support of these partnerships, Bricktrade seeks to solve the credibility and security issues that surround the market.

The company is committed to revolutionising the property investment market in a safe, efficient, and transparent way. And now with the backing of the FCA, this will be possible.

Web3 Crowdfunding as a Solution

There's a bright future ahead for the future of real estate as the world gradually adopts blockchain technology as a viable solution to common problems. Through the process of tokenisation, investors can purchase a share of property and lock their stake into a real-world physical asset.

As the price of that property increases, so does the value of the shares they own—represented as cryptocurrency tokens. This process is referred to as “brick-by-brick” investing.

Fractional ownership in the UK can now be done digitally where buyers and sellers can trade their properties directly on a transparent ledger that is open to the public.

The Bricktrade platform revolves around a custom-built, permission-based private blockchain, combining the advantages of the immutable public ledger with the enforceability of Ricardian Contracts. This ensures that all funds or assets transacted can be accurately accounted for without ownership or trust issues.

Furthermore, the Bricktrade platform enables a genuine P2P environment for property trading and financing while eliminating the need for financial intermediaries.

Bricktrade founder and CEO Guv Kang speaks out regarding the company's plans:

“We have put a lot of security into all levels of this process to assure investors that the risks are minimised at all times. We are a very experienced team and have been working on this since 2018. 80% of the platform is now built and we are just

waiting to complete the remaining 20% under the advice and guidance of the FCA and U.K. regulations,” says Kang.

As investors are given stake in rising property values, new doors for housing developers are also opened. Bricktrade’s model allows developers to build homes that the nation so desperately needs. However, none of this can be done without the security, credibility, and safety that property investors require to thrive in this business.

Trust via FCA Approval

The backing of the FCA ensures that the companies they approve are monitored and adhere to their regulatory standards. Being FCA compliant means Bricktrade has checks and balances in place to protect the consumer and the business. In addition, being FCA-compliant is a choice, and many businesses choose not to go down this route.

The process is lengthy and businesses don’t feel comfortable with their personal information open to the public. That said, Bricktrade’s goal to build trust in the community is emphasised through this step as it shows they have nothing to hide.

Goals of the FCA

- **Protecting consumers**
- **Market integrity**
- **Promoting effective competition**

According to the official [FCA mission](#), making regulation more transparent remains a priority. One way they accomplish this is by using authorisation as a preventative tool by which regulated firms must meet the Threshold Conditions—the common set of minimum standards.

Once approved, details of the company are published on the Financial Services Register to help ensure consumers can have trust in financial services.

When assessing a business model, the FCA considers how it operates, makes money, and its future strategy. Furthermore, the FCA rejects applications where it is clear that they are inadequate.