

IN FOCUS: MOGUL



Overview

Mogul is a blockchain-powered fractional real estate investment platform designed to make property ownership accessible to everyone. Built on Avalanche, mogul allows anyone to invest in income-generating residential properties. By tokenizing membership interests in LLCs that hold the real estate, mogul offers yield, embedded compliance, and a scalable infrastructure—bringing transparency, efficiency, and accessibility to the world of fractional property ownership.

Founded in 2023 by two former Goldman Sachs real estate investors, mogul now manages currently over \$22M in assets, targeting 10–12% cash-on-cash yields and aiming for 18–20% internal rates of return (IRR). The platform blends institutional-grade property selection with a seamless user experience and blockchain-powered transparency—bridging traditional real estate investing with Web3-native finance, fund issuance, and distribution.

Challenge

Real estate investing has historically been gated by high capital and time requirements, legal complexity, slow settlement, and outdated infrastructure.

Key pain points include:

High Entry Barriers: Traditional property investing demands significant upfront capital, time, legal expertise, and lender coordination—putting it out of reach for most individuals.

Manual Ownership & Title Processes: Title and transaction records are managed by fragmented county systems with limited transparency and no real-time access.

Slow Settlement & Distributions: Property closings can take weeks, while investor returns and redemptions are often delayed by legacy financial rails.

Opaque Investor Reporting: Investors receive infrequent and limited visibility into property performance, ownership structure, or investment status.

Lack of Community & Education: Real estate investing is typically a solitary, transactional experience, with minimal opportunities for peer learning or engagement.

Opportunity

Mogul transforms real estate investing into a liquid, accessible, and community-driven experience by building its infrastructure on Avalanche:

Fractional Ownership: Investors can participate in vetted single-family homes, short-term rentals, and workforce housing starting at \$250.

Tokenized Property Membership: Ownership is recorded via custom ERC-1155 tokens representing membership interests in property LLCs.

On-Chain Recordkeeping: Transactions, distributions, and governance votes are immutably recorded on the Avalanche C-Chain.

Real-Time Back Office: Avalanche finality enables efficient investor onboarding, instant allocation, and on-chain distribution tracking.

High-Performing Inventory: Less than 1% of properties reviewed make it to the platform—targeting Sunbelt cities with favorable rent-to-price ratios.

Community-Led Growth: mogul Clubs, a new community and rewards-driven feature, allows investors to form or join group portfolios, earn rewards, and collaborate.

Blockchain Solution

Mogul leverages blockchain to remove friction from real estate investing—unlocking direct access to cash-flowing, wealth generating rental properties.

By tokenizing ownership and automating compliance, mogul brings speed, transparency, and accessibility to a historically gated asset class.

As it scales, mogul aspires to become the blockchain oracle for real estate—connecting verifiable on-chain activity with real-world property data, enabling composable real estate finance across Web3.

Mogul's backend is entirely on-chain—even if the front-end feels Web2-native. It uses Avalanche's scalability and sub-second finality to streamline everything from deal funding to investor rights management:

ERC-1155 Compatible NFTs: Custom smart contracts represent fractional ownership. These tokens encode distribution rights, governance rights, and record of ownership.

Immutability and Auditability: Investment history, returns, and ownership are fully verifiable and auditable on Avalanche's C-Chain.

Custom Avalanche Implementation: Mogul chose Avalanche for its high throughput, low fees, and ability to scale real estate transactions without congestion.

Built-in Compliance: Tokens are non-transferrable outside the platform, maintaining regulatory adherence and investor protection.

Notable Stats

\$22M+

in Assets since launch in 2023

30+

active real estate investment clubs across the U.S.

\$250

minimum investment, average size ~\$8,800; high net-worth investors allocating up to \$1M per deal

targeting

10-12%

rental yield and

8%

average IRR as of Q1 2025

Why Avalanche?

"We chose Avalanche because it enables a more efficient and scalable back office," said Alex Blackwood, CEO of mogul. "It lowers operational costs, enhances transparency, and positions us for long-term growth—all of which allows us to pass meaningful savings directly to our investors. Avalanche is quickly becoming the blockchain of choice for RWAs, and we are at the forefront of bringing real estate on chain."

Avalanche enables mogul to tokenize investment ownership while maintaining full control over compliance and transfer restrictions—essential for real estate's regulatory frameworks. It also positions mogul to integrate title records, distributions, and governance rights into a fully on-chain system.

Let's Get Technical

When investors fund a property—whether using stablecoins or traditional methods like bank transfers—mogul issues a custom ERC-1155 token that represents their membership interest in the LLC that owns the underlying property. These tokens are recorded on Avalanche's C-Chain and are non-transferrable, ensuring that only verified investors can hold ownership rights.

All distributions, ownership rights, and governance privileges are managed via smart contracts on-chain.

Avalanche's sub-second finality provides rapid settlement and immutable recordkeeping. mogul's smart contracts were developed in-house and tailored specifically to align with U.S. real estate legal structures.

As part of its future roadmap, mogul aims to bring title records on-chain, reducing dependency on fragmented county-level systems and strengthening transparency, resilience, and long-term auditability.

JOIN THE AVALANCHE COMMUNITY

Website | X | Discord | Github | Telegram | LinkedIn | Youtube | Newsletter

©2023 | Privacy Policy | Terms of Use