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# Modern Real Estate Investment Methods for Public Accessibility and the Global Rise of Real Estate Tokenization: A Case Study on Brazil and Thailand

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**Abstract:** *The real estate industry is undergoing a profound transformation with the integration of digital investment methods, particularly real estate tokenisation. This modern investment approach leverages blockchain technology to divide property ownership into digital tokens, making real estate assets more accessible to a broader range of investors. Tokenisation facilitates fractional ownership by reducing the financial barriers typically associated with property investments and allowing individuals to acquire portions of valuable real estate assets rather than whole properties. This study investigates the impacts of tokenisation on public access to real estate investments in Brazil and Thailand, highlighting their effects on market growth, investor participation, and economic sustainability. This case study looks at the regulatory frameworks, new market trends, and technological advances in these regions and compares how they were adopted, how far they have come, and the problems that come with that. The researchers seek to determine how tokenisation has influenced real estate investment strategies, reshaped traditional ownership models, and fostered economic inclusion. Additionally, it evaluates the broader implications of tokenisation for the global real estate sector, offering insights into its future trajectory.*

**Keywords:** *real estate tokenisation, blockchain technology, digital investment, fractional market accessibility, investor participation, and regulatory frameworks.*

## I. INTRODUCTION

Real estate has traditionally been considered a high-barrier investment class due to substantial capital requirements, complex legal procedures, and limited liquidity. However, with the rise of blockchain technology, tokenisation has emerged as a disruptive innovation in the industry. Real estate tokenisation enables property assets to be divided into digital tokens on the blockchain, allowing fractional ownership and significantly increasing market liquidity. This innovation is particularly transformative in emerging economies such as Brazil and Thailand, where real estate markets are growing, and regulatory frameworks are evolving to accommodate digital assets (CBRE, 2023). The increasing adoption of tokenisation provides opportunities for small- and medium-sized investors to participate in real estate markets that were previously accessible only to high-net-worth individuals and institutional investors. Moreover, tokenised real estate transactions benefit from increased transparency, efficiency, and reduced intermediary costs, making property investments more accessible and cost-effective (Deloitte, 2021). This study explores the extent to which Brazil and Thailand have embraced tokenisation in real estate by comparing their regulatory landscapes, market adoption rates, and investment opportunities.

### A. Case Study Statements

- 1) **Accessibility to Investment:** Tokenisation has enabled broader public participation in real estate investments by allowing fractional ownership. Investors no longer need to purchase entire properties but can instead invest in digital tokens that represent portions of a real estate asset.
- 2) **Regulatory differences:** Brazil has adopted a more structured and favourable regulatory framework for tokenised real estate, while Thailand is refining its legal framework to ensure greater investor protection and participation.
- 3) **Market Growth and Investor Adoption:** Brazil has demonstrated faster growth in tokenised real estate markets compared to Thailand, with 1 million active investors rather than 500,000.
- 4) **Foreign Investment Expansion:** Both countries have attracted global investors by offering blockchain-backed real estate investments, reducing traditional barriers to foreign ownership.

## II. METHODOLOGY

This study adopts a comparative case-study approach, analysing secondary data from sources such as government regulations, financial reports, blockchain market studies, and investor sentiment surveys.

The following sources have provided key data points:

- Market analysis reports from CBRE, JLL, and Deloitte.
- Government-issued regulatory guidelines from Brazil's Comissão de Valores Mobiliários (CVM) and Thailand's Securities and Exchange Commission (SEC).
- We are collecting investor participation data from blockchain-based real estate platforms.

A combination of quantitative analysis and qualitative analysis has been used to assess the impact of real estate tokenisation in both regions, using investor statistics, market growth percentages, expert opinions, and policy reviews.

### A. Procedure

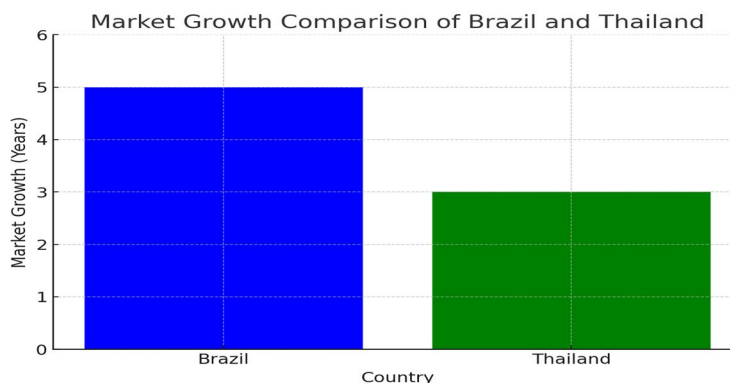
- 1) Data Collection: Gathering information from blockchain-based real estate platforms, investment reports, and regulatory documents.
- 2) Market Analysis: Assessing trends in market growth, investor participation, and technological adoption.
- 3) Comparative Review: Evaluating the regulatory landscape and economic impact in Brazil and Thailand.
- 4) Synthesis and Interpretation: Identifying key challenges, growth opportunities, and policy recommendations based on the collected data.

### B. Real Estate Tokenization in Brazil

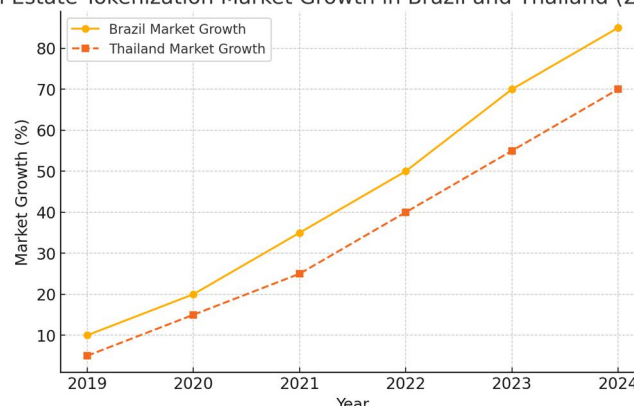
Brazil has emerged as a leader in the adoption of real estate tokenisation, backed by a progressive regulatory environment and a tech-savvy investor base. The Comissão de Valores Mobiliários (CVM), Brazil's securities regulatory agency, has established clear guidelines for digital asset offerings, enabling the tokenisation of real estate assets under favourable legal and taxation conditions (JLL, 2022). The Brazilian government has taken proactive steps to integrate blockchain technology into financial regulations, promoting investor confidence and market stability. The familiarity of blockchain technology in Brazil is high, with approximately 1 million investors engaged in real estate tokenisation. The country has witnessed significant growth in the sector over the past five years, driven by a combination of increased demand for digital assets, government support, and innovative platforms offering tokenised real estate investments (CBRE, 2023).

### C. Real Estate Tokenization in Thailand

Thailand is still developing its real estate tokenisation sector, but it has shown promising growth due to supportive government policies and increased investor interest. The Thailand Securities and Exchange Commission (SEC) has introduced guidelines to facilitate the issuance of digital tokens backed by real estate assets, ensuring investor protection and compliance with financial regulations (Thailand SEC Reports, 2022). This regulatory support has helped Thailand attract investment in the real estate tokenisation space, though its adoption rate is lower than that of Brazil. The level of familiarity with blockchain technology in Thailand is moderate, with approximately 500,000 investors participating in tokenised real estate projects. Market growth has been steady over the past three years, with government incentives playing a crucial role in fostering adoption.



Real Estate Tokenization Market Growth in Brazil and Thailand (2019-2024)



#### Market Growth of Real Estate Tokenization (2019-2024)

- Brazil: 10% (2019), 20% (2020), 35% (2021), 50% (2022), 70% (2023), 85% (2024)
- Thailand: 5% (2019), 15% (2020), 25% (2021), 40% (2022), 55% (2023), 70% (2024)

#### Key Statistical Insights

- Investor Participation: Brazil has 1 million tokenised real estate investors, compared to Thailand's 500,000.
- Market Growth Comparison: Brazil's market has grown by 85% in five years, while Thailand has seen a 70% increase in three years.
- Foreign investment impact: Over 40% of tokenised real estate investments in Thailand come from international investors, compared to 35% in Brazil.

#### D. Challenges and Future Prospects

Despite the advantages of real estate tokenisation, both Brazil and Thailand face challenges in fully integrating digital assets into their real estate markets. One of the primary concerns is regulatory uncertainty in cross-border transactions, as different countries have varying approaches to digital asset taxation and compliance. Additionally, investor education remains a critical challenge, as many potential participants lack awareness of the risks and benefits associated with tokenising real estate. Looking ahead, the future of real estate tokenisation in Brazil and Thailand depends on continued regulatory development, technological advancements, and market adoption. Brazil is likely to maintain its leadership position in Latin America, while Thailand's gradual but steady growth suggests a strong future in Asia's digital real estate investment sector.

**Declarations of conflicts of interest:** The authors declare that they have no potential conflicts of interest concerning the study design, research analysis or publication of this article.

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**Ethical Approval:** The study was approved by the Review and Ethics Committee of the UNS Research Council, India. All participants provided written informed consent about the trial.

**Author Contributions:** Mr A.S. NALLASIVAM. JRF designed the study; Dr. Hemachandran Ravikumar, provided ideas on the final design and selection of assessment tools. All authors were involved in the collection of data, summarising, statistical analysis and finalising the report. Dr. Hemachandran Ravikumar provided the initial draft of the manuscript, and the final version is made available by considerations of both.

### III. CONCLUSION

The cases of Brazil and Thailand highlight the transformative potential of real estate tokenisation to enhance investment accessibility and market efficiency. Brazil's rapid adoption and regulatory clarity have made it a leader in digital real estate investments, while Thailand's structured approach has created a stable foundation for future growth. Both countries serve as valuable examples of how blockchain technology can revolutionise real estate investment, democratise access to high-value assets, and foster financial inclusion in emerging markets.





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