

NFT Fact Sheet

- Who:** **NFT Marketplace by HomeJab**
HomeJab, a leader in on-demand professional real estate photography and video services for real estate pros, is offering the new NTF Marketplace by HomeJab for real estate photos.
- What:** The NFT Marketplace is where real estate photographers can create and sell their professional photos for consumers to use for digital marketing, collect or trade online.
- Where:** The NFT Marketplace is online at nft.homejab.com.
- When:** HomeJab was founded in May 2013, and the NFT Marketplace debuts in March 2022.
- Why:** Online image theft is rampant, especially for real estate photography. And while using an image without securing proper authorization seems harmless, it's quite damaging for the artist who creates the image. Unfortunately, photographers today offer their work without protection for very little pay. The NFT Marketplace protects the ownership of an artist's digital portfolio while rewarding professional photographers for their hard work.
- How:** When you purchase an NFT from the NFT Marketplace, you are not only owning a unique piece of real-world history, you also are supporting a real-life artist. Most photographers work as independent contractors, with little ability to control or monitor their work after a shoot is complete. Furthermore, once their work is published, possession typically is out of the artist's control. The NFT Marketplace by HomeJab is the only place, real or digital, that secures their efforts and delivers the potential to receive continuing compensation from their work.
- Leader:** Joe Jesuele, founder and CEO of HomeJab and architect of the NFT Marketplace.

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