

Three Crowdfunding Sectors to Watch in the US in 2017

Crowdfund Insider

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Real estate

Since the first provisions of the JOBS Act went into effect, real estate has remained one of the most popular crowdfunding investment classes. The physical nature of buildings and land lends real estate more security than higher risk startups. And with a self-proclaimed real estate mogul now in the White House, many leading experts are predicting a record year for real estate. We are also seeing increasing issuer adoption — more real estate firms are launching their own crowdfunding platforms, and a variety of Regulation A+ real estate funds and traditional investment firms are increasingly using platforms to raise a portion of their capital stack.

“In 2016, we had a record number of inquiries from high-quality real estate operators and developers from across the globe interested in listing on our real estate marketplace,” says [WealthMigrate.com](#) CEO Scott Picken.

“FinTech is no longer scary. What’s becoming scary is not having a technology solution in this new economy. To remain competitive, it’s essential for companies to embrace technology. If one investment firm allows the flexibility for an investment minimum of \$1,000 while others are requiring \$100,000, it’s pretty apparent

which will have longer-term investor adoption,” adds Picken.



In addition to standard real estate crowdfunding platforms, we think we will see an influx of hybrid platforms that allow users to not only invest but to solve other problems as well.

Realized1031.com is an example, as it offers tools to help in the 1031 Exchange process in addition to affording investors the ability to diversify into a number of real estate investments. Beyond real estate crowdfunding, there are new platforms like **Investability** and **HomeUnion** that allow individuals to **purchase rental properties** directly and then manage them with the assistance of the platform.