

## Groma: Expanding Homeownership with Digital Assets

To many Americans, homeownership today seems increasingly unattainable, and that's no different in Boston. Confronted with a housing market that's as competitive as it is exclusive, the city's residents—renters, homeowners, landlords, and investors alike—were ensnared in a complex web of economic and regulatory challenges. At the heart of the issue is a critical shortage of affordable housing, exacerbated by restrictive zoning laws, and a deeply entrenched resistance to new developments by neighborhood defenders.

Enter Groma, a visionary company at the intersection of blockchain technology and real estate investment. Recognizing the multifaceted nature of the housing crisis, Groma has developed a groundbreaking approach that blends technology with policy and promises to redefine the housing landscape.

The housing crisis in Boston is not just about numbers on a page; it's about real people struggling to find their place in a city they love. With rental prices soaring and a vacancy rate far below what is considered healthy, renters find themselves cost-burdened, dedicating an unsustainable portion of their income to simply keeping a roof over their heads. Homeowners, while ostensibly better off, face their own set of challenges, navigating a market that was increasingly out of reach for new buyers and fraught with uncertainty for those looking to sell. Landlords and investors grapple with the unpredictability of a market hamstrung by outdated zoning laws and community opposition to new development, making the prospect of new, affordable housing developments a distant dream.

Amidst this landscape of challenge and uncertainty, Groma has introduced a solution that is both innovative and empowering. Through the creation of GromaCoin, a digital asset representing fractional ownership shares in a diversified portfolio of residential real estate, Groma offers a way for individuals to invest in real estate without the prohibitive barriers of traditional homeownership. This approach not only democratized access to real estate investment but also provides a tangible solution to the issue of affordability, allowing individuals to build real estate wealth over time through small, manageable investments.

Groma's approach goes beyond tokenization. It aims to address the systemic issues plaguing Boston's housing market, including the undue influence of neighborhood defenders and the myriad challenges posed by discretionary zoning. By advocating for more representative community input and pushing for the elimination of single-family zoning statewide, Groma seeks to pave the way for a more inclusive, fair, and dynamic housing market. Their efforts underscore the potential of blockchain technology not just as a tool for financial innovation but as a means of fostering community engagement and making tangible, positive changes in the real world.

As Groma continues to navigate the regulatory landscape, working closely with policymakers and leveraging the transparency and efficiency of blockchain technology, the company's long-term goals remain clear. Groma aims to empower individuals to own more real estate, turn rent payments into distributed ownership, and create a more just and sustainable monetary system. In doing so, Groma is not just solving the immediate challenges of the housing market; it's building a foundation for a future where everyone,

### Millennials priced out of homeownership are feeling the pressure

"Start Here" takes a look at the factors behind the ongoing housing crisis.

By [Brad Mielke](#), [Jen Newman](#), and [Ivan Pereira](#)  
November 24, 2023, 6:12 AM



regardless of their financial starting point, can have a stake in their community and the wealth generated within it.

In the end, Groma's story is not just about blockchain or real estate; it's about reimagining what's possible when technology meets human need, about challenging the status quo, and about building a more inclusive future, one block(chain) at a time.

