MEDIA ACCREDITATION PORTFOLIO

2026 ULI FALL MEETING MIAMI

Deed to Chain editorial coverage proposal

October 26-28, 2026 | Miami Beach Convention Center

DIRECT EMAIL PUBLICATION

APPROX. 3,000 HIGH-NET-WORTH RECIPIENTS

WHERE REAL ESTATE MEETS BLOCKCHAIN.

SERGIO DE VARONA | FOUNDER & EDITORIAL VOICE

REVISED EXECUTIVE EDITION | AUGUST 2026

EXECUTIVE CASE

A credential that converts access into institutional-grade reporting.

Deed to Chain brings a rare combination of market experience, verified event coverage, direct high-net-worth distribution and a disciplined property-capital-technology lens.

25 YEARS

SOUTH FLORIDA REAL ESTATE

Inside-market experience informs every editorial question.

2

MAJOR 2026 CREDENTIALS

Consensus Miami and Solana Accelerate USA.

3,000

HIGH-NET-WORTH EMAIL RECIPIENTS

Approximate direct publication reach beyond public social feeds.

4

SOCIAL PLATFORMS

Instagram, Facebook, LinkedIn and X.

THE VALUE TO ULI

Access would produce a complete before / live / after editorial program - including a direct email edition to approximately 3,000 high-net-worth recipients - rather than a generic conference recap.

Local reporting. Institutional questions. Durable distribution.

Accreditation objective Enable informed reporting on the people, capital, projects and policy choices shaping the next phase of the built environment.

PUBLICATION MANDATE

A Miami editorial desk for property, capital and digital infrastructure.

Deed to Chain reports where real estate, institutional capital, artificial intelligence and digital ownership systems converge.

01

MIAMI CAPITAL

Capital flows, development, luxury and new construction, institutional migration and South Florida market structure.

02

PROPERTY INTELLIGENCE

Ownership, title and deed systems, housing, underwriting, resilience, development execution and market consequence.

03

DIGITAL RAILS

Stablecoins, tokenization, custody, blockchain settlement, digital identity, AI agents and emerging transaction infrastructure.

THE DIFFERENCE

Inside-market knowledge. Institutional framing. Direct distribution.

Approximately 25 years of South Florida real estate experience plus direct email publication to approximately 3,000 high-net-worth recipients.

Core positioning

WHERE REAL ESTATE MEETS BLOCKCHAIN.

AUDIENCE AND DISTRIBUTION

Direct reach. Live reach. Durable reach.

Deed to Chain combines owned email distribution with multi-platform field reporting and post-event intelligence designed to remain useful after the meeting ends.

APPROX. 3,000

HIGH-NET-WORTH RECIPIENTS

receive Deed to Chain's direct email publication.

DIRECT

- Owned email publication
- Executive-format briefings
- No dependence on platform algorithms

LIVE

- Instagram + Facebook
- LinkedIn
- X

DURABLE

- Deedtochain.com intelligence
- Executive PDF briefings
- Archived interview excerpts

Core outreach focus: South Florida owners, investors, developers, real estate professionals, capital-market participants and technology stakeholders.

FOUNDER AND EDITORIAL CREDIBILITY

Reporting from inside the market - not from a distance.

A local real estate professional translating institutional capital, technology and ownership infrastructure for a serious audience.

SERGIO DE VARONA

LOCAL | CROSS-DISCIPLINARY | FACTUALLY DISCIPLINED

Founder, publisher and editorial voice | Miami real estate professional | Approximately 25 years in South Florida

Direct publication reach: approximately 3,000 high-net-worth email recipients.

CREDENTIAL RECORD

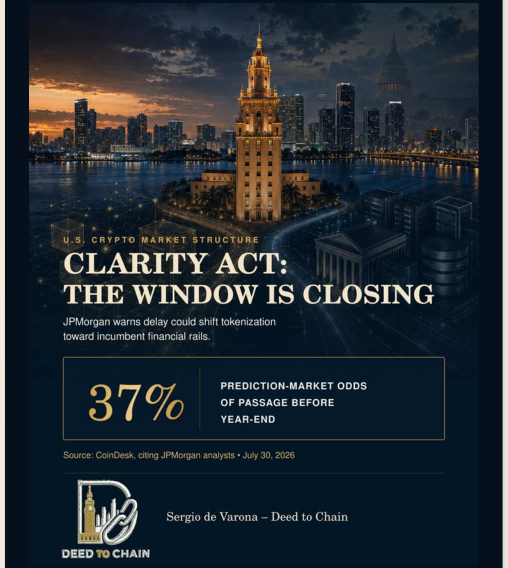
CONSENSUS MIAMI 2026	Press credential - CoinDesk
SOLANA ACCELERATE USA 2026	Media credential - Solana Foundation
MULTI-PLATFORM PUBLISHING	Instagram | Facebook | LinkedIn | X
DIRECT EMAIL PUBLICATION	Approximately 3,000 high-net-worth recipients
EDITORIAL BEAT	Real estate | capital | AI | tokenization | digital ownership

Credential documentation and additional coverage samples are available to the ULI media team upon request.

SELECTED WORK

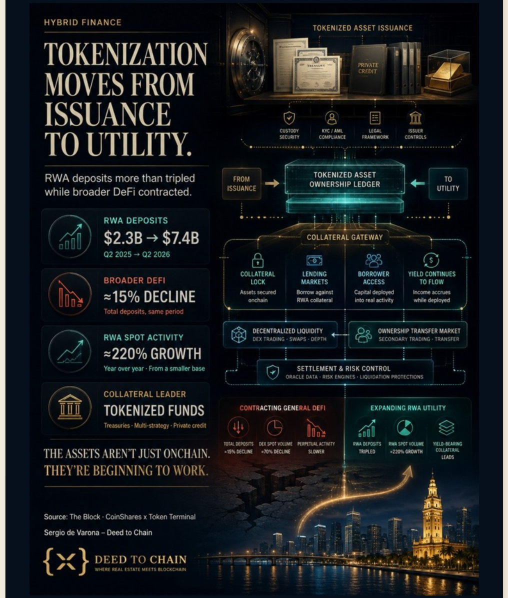
Evidence of editorial execution - not a promise of future capability.

The visual system is designed for mobile readability while retaining institutional source discipline and a visible editorial credit line.



REGULATION &
MARKET STRUCTURE

INSTITUTIONAL
TOKENIZATION



REAL-WORLD
ASSET UTILITY

RECENT EVENT COVERAGE

Two live samples were submitted with the ULI accreditation request.

COVERAGE SAMPLE 01

OPEN ON INSTAGRAM

COVERAGE SAMPLE 02

OPEN ON INSTAGRAM

Event coverage is distributed publicly and through the direct email publication reaching approximately 3,000 high-net-worth recipients.

EDITORIAL FIT

ULI is the room where the next property system is being defined.

The 2026 Fall Meeting brings the institutional real estate ecosystem into Sergio de Varona's home market, creating a direct line between national strategy and South Florida consequence.

PUBLISHED BY ULI

5,000+
ATTENDEES

45+
SESSIONS

100+
SPEAKERS

25+
DEVELOPMENT TOURS

80+
NETWORKING EVENTS

Official event figures; final program and attendance counts may change.

THE ULI STORY THROUGH A D2C LENS

- Capital markets, investment strategy and institutional allocation
- Development, adaptive reuse, housing and public/private partnerships
- Climate, insurance, resilience and infrastructure risk
- AI, PropTech and the operating systems behind real estate
- Miami as a bridge among U.S., Latin American and global capital
- Digital identity, settlement and tokenization - with legal and title distinctions intact

DISTRIBUTION: LIVE SOCIAL REPORTING + DIRECT EMAIL BRIEFING TO APPROX. 3,000 HIGH-NET-WORTH RECIPIENTS

NO GENERIC CONFERENCE RECAPS.

A complete editorial arc: before, on-site and after.

The objective is to convert access into useful intelligence, direct distribution and a durable public record.

01

BEFORE

Executive preview

- Identify the meeting's decisive themes and Miami implications
- Map priority speakers, tours and interview targets
- Publish a direct email briefing to approximately 3,000 high-net-worth recipients

02

ON-SITE

Field reporting

- Live multi-platform dispatches from sessions and tours
- Interview requests with developers, investors, ULI experts and public leaders
- Fast analysis connecting national themes to South Florida

03

AFTER

Intelligence report

- Flagship post-meeting analysis
- Interview excerpts and issue-specific follow-ups
- Post-meeting email edition to approximately 3,000 high-net-worth recipients

1	PRE-EVENT EXECUTIVE BRIEF
LIVE	MULTI-PLATFORM DISPATCHES
6-10	INTERVIEW REQUESTS
2-3	DEVELOPMENT TOUR FIELD NOTES
1	POST-MEETING INTELLIGENCE REPORT

EDITORIAL AGENDA

The questions Deed to Chain will bring into the room.

Institutional questions designed to produce useful intelligence for owners, investors, developers, public leaders and technology stakeholders.

01 Where is institutional capital actually moving in 2026 - and why?

02 How are developers underwriting insurance, climate, condominium and affordability risk?

03 What is AI changing in acquisition, underwriting, design, operations and sales?

04 Which public/private models are scaling housing and infrastructure?

05 Where do digital identity, settlement and tokenization have real utility - and where do legal title systems still govern?

06 Why is Miami becoming a bridge among U.S., Latin American and global capital?

NO HYPE. NO GENERIC RECAP. USEFUL INTELLIGENCE FOR REAL ESTATE DECISION-MAKERS.

One meeting. Multiple editorial products. A durable record.

The direct email publication is the anchor: approximately 3,000 high-net-worth recipients, reinforced by live social coverage and evergreen analysis.

PRODUCT	TIMING	PRIMARY CHANNEL	PURPOSE
Executive preview	7-10 days prior	Direct email + LinkedIn	Frame ULI themes and Miami consequence before the meeting
Live field dispatches	Daily	Instagram, Facebook, LinkedIn, X	Extend real-time visibility beyond the convention center
Interview series	During + 72 hours	Social + website	Elevate speakers, projects and institutional ideas
Development tour field notes	During + 48 hours	Website + social	Translate Miami projects into transferable lessons
Flagship intelligence report	5-7 days after	Website + PDF + direct HNW email	Create the durable record for owners, investors and decision-makers

DIRECT EMAIL PUBLICATION | APPROX. 3,000 HIGH-NET-WORTH RECIPIENTS | BEFORE AND AFTER THE MEETING

Credibility is the product.

Access is requested to enable real reporting, interview preparation and accurate representation of ULI ideas, projects and participants.

EDITORIAL STANDARDS

- Original reporting, source attribution and factual verification
- Clear separation between editorial coverage and real estate brokerage services
- No pay-for-positive-coverage arrangements; sponsorships labeled when applicable
- No legal, tax, investment, securities or financial advice
- Tokenization coverage distinguishes on-chain records from legal title and jurisdictional requirements
- Photography, video, release and embargo requirements respected
- Corrections made transparently when material facts change

Real estate services, where applicable, are offered through R.E.S.F. Deed to Chain is independent and is not affiliated with ULI.

REQUESTED CREDENTIAL SCOPE

PRESS ACCESS THAT ENABLES REAL REPORTING.

- General sessions and relevant development tours
- Interview facilitation with selected speakers and ULI experts
- ULI Events app / attendee networking access, where permitted
- Editorial photography and video permission
- Access to appropriate networking functions and press resources

ACCESS DRIVES COVERAGE QUALITY.

CLOSING POSITION

DEED TO CHAIN IS BUILT FOR THIS STORY.

Miami is where property, capital and new financial infrastructure are converging. The ULI Fall Meeting is where the people shaping that convergence will be in one room.

PRESS | TOURS | INTERVIEWS | EDITORIAL PHOTO / VIDEO

CONTACT

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DIRECT DISTRIBUTION

APPROX. 3,000

HIGH-NET-WORTH EMAIL RECIPIENTS

SCAN TO VISIT

Prepared for the ULI Media Team | 2026 ULI Fall Meeting | Miami

Independent editorial publication. No ULI affiliation is implied by this portfolio.