# FT PARTNERS FINTECH INDUSTRY RESEARCH

**January 10, 2020** 



# Roofstock Raises \$50 million in Series D Financing Led by SVB Capital





The Only Investment Bank Focused Exclusively on FinTech

#### **Overview of FT Partners**

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 18 years of exclusive focus on Financial Technology

#### FT Partners' Advisory Capabilities



#### FT Partners' FinTech Industry Research





Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by The Information



Ranked #1 Most Influential Person in all of FinTech in Institutional Investors FinTech Finance 40"



Numerous Awards for Transaction **Excellence including** "Deal of the Decade"

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# Roofstock Raises \$50 million in Series D Financing

# roofstock

#### **Transaction Overview**

#### **Transaction Summary**

- On January 7, 2020, Roofstock, a marketplace for buying and selling single-family rental homes, announced it has secured \$50 million in Series D financing led by SVB Capital
  - The round was joined by new investors Citi Ventures, Fort Ross Ventures and 7 Global Capital
  - Existing investors Khosla Ventures, Bain Capital Ventures, Lightspeed Venture Partners and Canvas Ventures also participated in the round
- The latest round brings the total equity raised by the Company to \$133 million
- The new funding will support the Company's continued growth, including investment in its data science, product and engineering capabilities, and expansion of its retail supply and distribution network

#### **Selected Financing History**

Date	Size (\$ mm)	Financing Round	Investor(s)	
01/07/20	\$50	Series D	SVB Capital; Citi Ventures; Fort Ross Ventures; 7 Global Capital; Khosla Ventures; Bain Capital Ventures; Lightspeed Venture Partners; Canvas Ventures	
10/04/17	50	Series C	Canvas Ventures; Lightspeed Venture Partners; Bain Capital Ventures; Khosla Ventures; Nyca Partners; QED Investors; FJ Labs	
11/14/16	20	Series B	Lightspeed Venture Partners; Khosla Ventures; Bain Capital Ventures; Nyca Partners; QED Investors; SV Angels	
12/29/15	7	Series A1	Bain Capital Ventures; Zenstone Venture Capital; Otter Rock Capital; CSC Venture Capital	
05/01/15	6	Series A	Khosla Ventures; QED Investors; Nyca Partners; SV Angel; ZenStone Venture Capital	

#### **Management and Investor Commentary**

"Roofstock makes it easy for anyone, no matter where they live, to add real estate to their investing strategy, with minimal overhead and no prior knowledge needed. This funding is a validation of our work to lower the barriers to entry and level the playing field for real estate investing. Roofstock gives individual investors the same level of information, access and operational support that used to be available only for large institutions."



Gary Beasley Co-Founder & CEO



"Roofstock is in the vanguard of the rapidly-growing proptech space. As startups continue to broaden access to financial services, we see real estate as an incredibly attractive asset class for retail investors looking to go beyond the typical stock and bond portfolio."



Sulu Mamdani Managing Partner



# Roofstock Raises \$50 million in Series D Financing

#### **Roofstock Overview**



#### **Company Overview**



CEO: Gary Beasley
Headquarters: Oakland, CA
Founded: 2015

- Roofstock is a marketplace for investing in leased single-family rentals ("SFR")
- The Company provides all of the resources for investors to buy, own and sell real estate online including data analytics, property management oversight and other tools
- Roofstock's transparent, innovative marketplace empowers everyday investors to own cash-flowing SFRs, diversify their investment portfolios and build long-term wealth through real estate
- The Company has facilitated more than \$2 billion in transaction volume through its marketplace to date

#### **Management Overview**



Gary Beasley Co-Founder & CEO



**Gregor Watson** Co-Founder & Chairman



Rich Ford Co-Founder & Chief Dev. Officer



Suresh Srinivasan Chief Marketing Officer



Ketan Babaria Chief Product Officer



Mark Halstead Chief Technology Officer

#### Platform Overview



#### Search

 Enables users to custom filters to tailor search by list price, desired return, location and more



#### Analyze

 Offers users a variety of tools to review details and learn more about the property



#### Check out

- o Allows users to make an offer for free
- Once offer is accepted, Roofstock charges a fee of 0.5% of the contract price or \$500, whichever is higher



#### Close

- Provides full support throughout the closing process
- Includes a network of partners for lending, insurance and property management

#### **Performance Insights**

- $\circ \quad \textbf{Top Markets:} \ \textbf{Atlanta, Memphis, Indianapolis, Jacksonville and Chicago} \\$
- Revenue Model: Transaction fees (2.5% to sellers and 0.5% to buyers)
- o **Transaction Flow:** 500 home transactions per month (as of Q4 '19)
- User Demographics: 75% of users are first-time real estate investors
- o Timeframe: Most properties listed go under contract within 15 days

#### Selected FT Partners Research - Click to View



GreenSky Raises \$1 billion in its IPO



**Porch Acquires Serviz** 



First Associates' Majority
Recapitalization and Merger with
Portfolio Financial Services



CoStar Acquires STR for \$450 million



Better.com's \$160 million Series C Financing



Velocity Financial Files for its IPO



Figure Raises \$103 million in Series C Financing



NoBroker Raises \$50 million in Series D Financing

**VIEW MORE FT PARTNERS RESEARCH** 

#### Track Record of Success Across the Real Estate Tech Sector

# Digital Mortgage Origination



# Real Estate Invoicing & Payments



#### Mortgage Technology



# Online Home Services Platform



#### Consumer Home Improvement Financing

Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its role as
IPO Advisor to

Greensky

in its

\$1,010,000,000
Initial Public Offering

for a total enterprise value of

\$4,500,000,000

#### **Mortgage Technology**

# Financial Technology Partners LP FTP Securities LLC is pleased to announce its exclusive role as Capital Markets & IPO Advisor to EliceNace in its \$45,000,000 Initial Public Offering valuing the equity at approximately

Initial Public Offering valuing the equity at approximately

\$ 146,000,000

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# Property Insurance Solutions

Financial Technology Partners LP FTP Securities LLC is pleased to announce its exclusive role as sole strategic and financial advisor to

enservio

in its sale to



FINANCIAL TECHNOLOGY PARTNERS

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#### SaaS-based Real Estate Loan Origination

Financial Technology Partners LP FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to



in its sale to





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# Listing Management Solutions

Financial Technology Partners LP



TECHNOLOGY
PARTNERS

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#### **Real Estate Payments**

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Focused Exclusively on Financial Technology

#### Financial Technology Partners LP FTP Securities LLC is pleased to announce its role as exclusive strategic and financial advisor to



in its Series C financing led by

#### Premji Invest

for total consideration of approximately

\$71,000,000



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# Proven Expertise Across the Alternative Lending / Credit Space

#### White Label Loan Management



#### Consumer Home Improvement Financing



# Consumer Marketing / Credit Lead Generation



# SMB Credit Tools / Financing



#### **SMB** Financing



#### **Peer-to-Peer Lending**



# Lending Enablement Platform for Auto Finance



#### SMB Financing



#### Supply Chain Finance Solutions



#### **SMB** Financing



## FT Partners Has Advised on Many of the Largest Alternative Lending Transactions

Company	Investor(s)	Amount Raised
PROSPER	Affiliates of  NEW RESIDENTIAL Jefferies  THIRD POINT	<b>\$5,000,000,000</b> Loan Commitment
<b>GreenSky</b> <sup>™</sup>	FIFTH THIRD BANK	2,000,000,000 Loan Commitment 50,000,000 Investment
<b>GreenSky</b> ™	Initial Public Offering	1,010,000,000
<b>GreenSky</b> ™	TPG DST ICONIQ WELLINGTON MANAGEMENT	300,000,000
GreenSky <sup>™</sup>	PIMCO	200,000,000
Kabbage <sup>e</sup>	RCP CAPITAL ING SAN	135,000,000
<b>O</b> BlueVine	CROSSOVER PARTNERS	102,500,000
earnest	ADAMS STREET  BUTTON VISITUES  MANUFACTURE  MANUFACTURE	75,000,000
<b>taulia</b> taulia	QuestMark Partners  ZUUK BBVA edbi	65,000,000
dura formerly known as	Coppel FIRSTMARK revolution Colchis	50,000,000
PROSPER	Fund Co-Managed by:	50,000,000
Nav	POINTZ2 POINTZ2 POINTZ2 POINTZ2 POINTZ2 POINTZ2 POINTZ2 POINTZ2 POINTZ2	45,000,000

In addition to these large rounds, FT Partners has advised on a number of other prominent Lending Tech /
Alt Lending transactions

























## FT Partners Advises GreenSky on its \$1 billion Initial Public Offering

#### **Overview of Transaction**

- On May 23, 2018, GreenSky (Nasdaq: GSKY) priced its IPO at \$23 per share, raising approximately \$1.01 billion
- Due to strong demand, the deal priced at the high end of the initial \$21 \$23 filing range and the number of shares was increased by 3.9 million, or 11%
- GreenSky will use the IPO proceeds to purchase Holdco units and Class A common stock from its CEO and other officers as well as early equity investors
- GreenSky is a leading FinTech company that powers commerce at the point of sale; the Company's technology platform facilitates merchants sales, while reducing the friction, and improving the economics, associated with a consumer making a purchase and a bank extending financing for that purchase
  - GreenSky has approximately 12,000 active merchants on its platform and the Company has enabled 1.7 million consumers to finance over \$12 billion of transactions since its inception through March 31, 2018

#### Significance of Transaction

- GreenSky's IPO is the largest U.S. Technology IPO of 2018 and is also the largest U.S. FinTech IPO in over two years<sup>1</sup>
- This transaction further supports FT Partners' continued success advising leading FinTech growth companies and also highlights the long-term nature of many of the Firm's advisory relationships

#### FT Partners' Role

- FT Partners served as IPO Advisor to GreenSky on this transaction
- FT Partners previously advised GreenSky on its \$300 million investment by TPG, Iconiq, Wellington, and DST in 2014, its \$2 billion loan purchase agreement and \$50 million investment by Fifth Third Bank in 2016, and its \$200 million investment by PIMCO in 2017
- FT Partners has leveraged its deep industry knowledge, extensive transaction expertise, and broad scope of relationships to consistently achieve favorable outcomes for GreenSky

#### Financial Technology Partners LP FTP Securities LLC

is pleased to announce its role as IPO Advisor to



in its

\$1,010,000,000
Initial Public Offering

for a total enterprise value of

\$4,500,000,000



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### FT Partners Advises Better.com on its \$160 million Series C Financing

#### **Overview of Transaction**

- On August 19, 2019, Better.com announced it has closed its Series C financing round for a total of \$160 million
  - The round included new investors Activant Capital, Ping An Global Voyager Fund, Ally Financial, Citi, AGNC, American Express Ventures and Healthcare of Ontario Pension Plan, as well as existing investors Goldman Sachs, Pine Brook and Kleiner Perkins
  - Better.com initially closed its Series C round in January 2019 for a total of \$70 million, but expanded the round due to high demand
  - The Company has now raised \$254 million in total financing
- Better.com is one of the fastest growing homeownership platforms in the U.S. and has funded more than \$4 billion in loans since its founding in 2016
  - The Company has reconstructed the process of buying and financing a home, step-by-step, using technology and automation to create the most efficient, cost-effective and user-friendly experience in the market
  - Better.com has grown 3x year-over-year (vs. -15% for the industry) and is currently funding \$375 million in mortgages a month, which puts the Company on track to lend over \$4 billion in 2019 alone

#### Significance of Transaction

- With strong investor demand including from high profile strategics, this financing round positions Better.com as a market leader in streamlining and digitizing the home loan process
- The additional capital will enable Better.com to enhance its offerings, grow its strategic partnerships, as well as expand its team by hiring an additional 400 people in sales and technology by the end of 2019

#### FT Partners' Role

- FT Partners served as strategic and financial advisor to Better.com
- This transaction highlights FT Partners' deep domain expertise in the Alt Lending / Real Estate Tech space as well as our successful track record generating highly favorable outcomes for leading FinTech companies globally

#### Financial Technology Partners LP FTP Securities LLC

is pleased to announce its role as strategic and financial advisor to



on its Series C financing from new investors

















along with participation from existing investors

for total consideration of

\$160,000,000

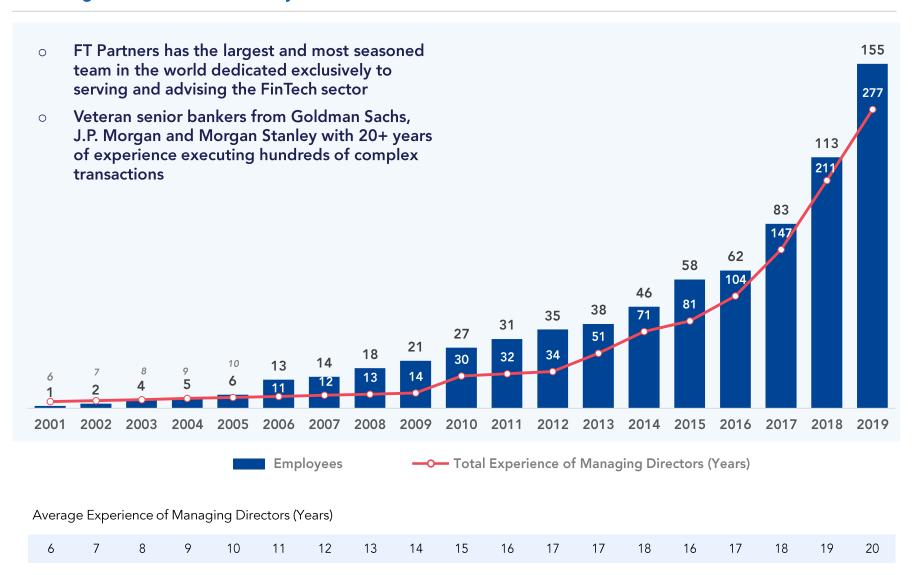


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# **Award-Winning Investment Banking Franchise Focused on Superior Client Results**

LendIt	2018	Top Investment Bank in FinTech				
	2018	Steve McLaughlin Ranked #1 for the Second Year in a Row on Institutional Investor's FinTech 40 List				
Institutional Investor	2017	Ranked #1 on Institutional Investor's FinTech 40 List				
Institutional Investor Annual Ranking	2015 & 2016	Ranked Top 5 on Institutional Investor's FinTech 35 List				
	2006 – 2008	Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"				
The Information	2016	Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"				
2019 - 2004 ANNUAL AWARDS WINNER M&A Advisor Awards	2019	Technology Deal of the Year	2012	Professional Services Deal of the Year, \$100 mm+		
	2018	Corporate / Strategic Deal of the Year	2011	Boutique Investment Bank of the Year		
	2018	Cross Border Deal of the Year	2011	Deal of the Decade		
	2017	Investment Banker of the Year	2010	Upper Middle Market Deal of the Year, \$500 mm+		
	2016	Investment Banking Firm of the Year	2010	IT Services Deal of the Year, Below \$500 mm		
	2016	Cross Border Deal of the Year	2010	Cross-Border Deal of the Year, Below \$500 mm		
	2015	Dealmaker of the Year	2007	Dealmaker of the Year – Steve McLaughlin		
	2015	Technology Deal of the Year	2007	Business to Business Services Deal of the Year		
	2014	Equity Financing Deal of the Year	2007	Computer & Information Tech Deal of the Year, \$100 mm		
	2014	Professional Services Deal of the Year, \$100 mm+	2007	Financial Services Deal of the Year, \$100 mm+		
	2012	Dealmaker of the Year	2004	Investment Bank of the Year		

#### The Largest FinTech Advisory Practice in the World



#### The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner	Goldman Sachs	Formerly with Goldman Sachs in New York and San Francisco from 1995-2002 Formerly Co-Head of Goldman Sachs' Financial Technology Group (#1 market share) Wharton M.B.A.	
<b>Mohit Agnihotri</b> Managing Director	J.P.Morgan	J.P.Morgan  • Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan Wharton M.B.A	
Kate Crespo Managing Director	RAYMOND JAMES®	<ul> <li>Formerly with Raymond James' Technology &amp; Services investment banking</li> <li>13+ years of FinTech transaction execution experience</li> <li>Dartmouth M.B.A.</li> </ul>	17
<b>Larry Furlong</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004</li> <li>Wharton M.B.A.</li> </ul>	23
<b>Osman Khan</b> Managing Director	A Powe	<ul> <li>Formerly Managing Director and Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> </ul>	22
Randall Little Managing Director	J.P.Morgan	<ul> <li>12 years as FIG / Capital Markets FinTech investment banker at J.P. Morgan</li> <li>10 years as financial services technology consultant at Sun Microsystems and Ernst &amp; Young</li> <li>NYU Stern M.B.A. (MBA w/Distinction)</li> </ul>	23
Andrew McLaughlin Managing Director	Deloitte.	<ul> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	13
<b>Amar Mehta</b> Managing Director	J.P.Morgan	<ul> <li>Formerly with J.P. Morgan's Technology (FinTech &amp; Technology Services) team in New York</li> <li>7+ years of FinTech transaction execution experience</li> <li>MBA from IIM-K (India), Bachelor's in Computer Engineering from NTU (Singapore)</li> </ul>	15
<b>Mike Nelson</b> Managing Director	SUNTRUST	<ul> <li>Formerly head of FinTech M&amp;A at SunTrust Robinson Humphrey</li> <li>Kellogg M.B.A.</li> </ul>	19
<b>Timm Schipporeit</b> Managing Director	Morgan Stanley Index Ventures	<ul> <li>Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	16
<b>Greg Smith</b> Managing Director	Merrill Lynch J.P.Morgan	<ul> <li>Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	23
<b>Tim Wolfe</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs from 2000-2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	17