

# FT PARTNERS FINTECH INDUSTRY RESEARCH

December 14, 2021



## Hometap Raises \$60 million in Financing Led by American Family Ventures



# Hometap Raises \$60 million in Financing



## Transaction Summary

### Transaction Summary

- On December 6, 2021, Hometap, a provider of loan alternatives for tapping into home equity, announced it has raised \$60 million in new funding
  - The round was led by American Family Ventures with participation from new and existing investors including Bain Capital, ICONIQ Capital, LLC, G20 Ventures, Pillar, and General Catalyst
- The new funds will be used to continue hiring talent across all functional areas, as well as for scaling the Company's channel partner program
  - Hometap will also use the funding to introduce additional alternative financing products and services to support homeowner needs and expand operations nationwide
- Hometap's home equity investment product allows homeowners to access the equity in their homes, and use the cash to meet a variety of needs from paying off debt to starting a business
  - When the home sells or an investment is settled, Hometap is paid out an agreed-upon percentage of the sale price or current appraised value
- According to the Company, Hometap made four times as many home equity investments in the first ten months of 2021 as it did during the same period in 2020
- The Company has also more than doubled its employee headcount in the past year

### Transaction Commentary

*"I am excited about our growth trajectory and am truly grateful to our team for working tirelessly to put homeowners first as we continue to scale the business. This new funding will reinforce our ongoing efforts to build our talented team, rapidly expand our operations, and grow our partner programs and distribution channels. We remain focused on delivering alternative financing solutions to more homeowners in need while continuing to provide the personalized service they've come to expect from us."*



**Jeffrey Glass**  
CEO



*"Since we made our first investment in Hometap in 2018, we've strongly believed in its mission to give homeowners a more accessible way to create liquidity and financial flexibility from what is oftentimes their largest asset. By leading this funding round, we're casting another vote of confidence in the team's ability to accelerate its progress. We look forward to a continued partnership that makes a positive difference in the lives of homeowners."*



**Dan Reed**  
Managing Director



# Hometap Raises \$60 million in Financing



## Hometap Overview

### Company Overview



**Co-Founder and CEO:** Jeffrey Glass  
**Headquarters:** Boston, MA  
**Founded:** 2017

- Hometap is a smart loan alternative that allows homeowners to access their home equity without taking on monthly payments
- As an investor, not a lender, Hometap gives homeowners cash in exchange for a share of their home's future value
- Customers can use the money for any purpose, from paying off credit card debt to starting a business or buying a second home — all without taking on additional debt
  - When the homeowner settles the investment at or before the end of the 10-year effective period, the Company receives an agreed-upon percentage of the sale price or current appraised value

### Selected Financing History

Date	Amount (\$ in mm)	Selected Investor(s)
12/06/21	\$60	American Family Ventures; Bain Capital; ICONIQ Capital; G20 Ventures; General Catalyst; Pillar
12/11/19	20	ICONIQ Capital; General Catalyst; G20 Ventures; Pillar; American Family Ventures
05/23/18	15	G20 Ventures; American Family Ventures; General Catalyst; Pillar

### Products & Services Overview

01

#### An Offer is Prepared

If an investment might be possible, Hometap will send an Investment Estimate, which includes estimated terms specific to the property

02

#### Money is Given Upfront

Hometap invests alongside the homeowner, providing cash today and participating in the proceeds at the time of settlement

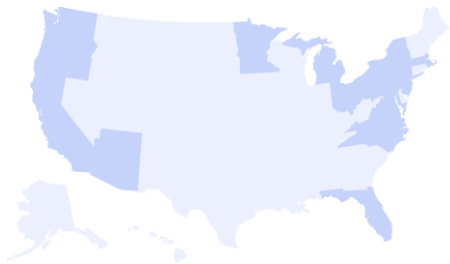
03

#### Settle when the Homeowner is Ready

Homeowners can either sell houses during the effective period, buy out the Investment with savings, or take out a home equity loan

### Hometap is currently making home equity investments in:

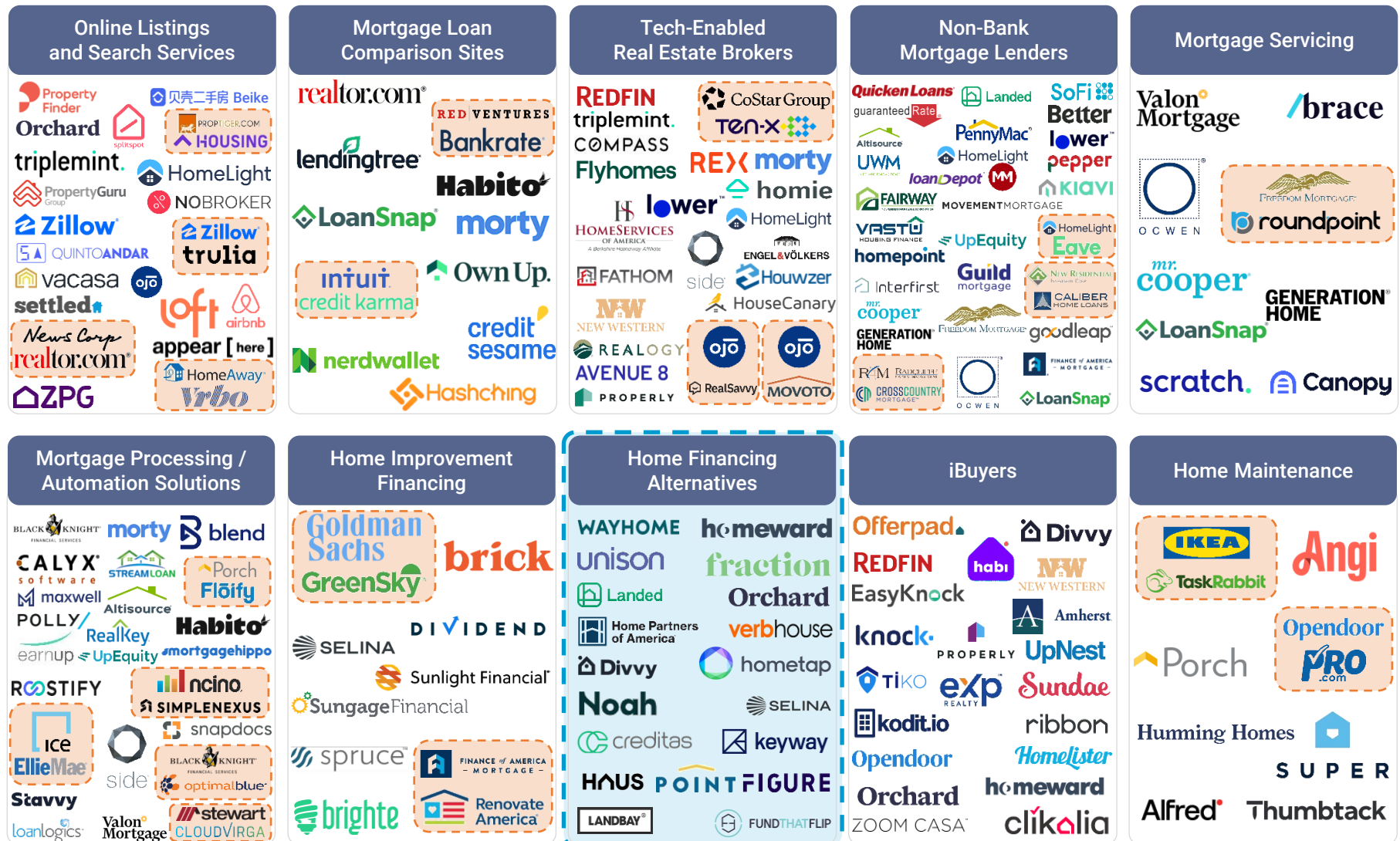
Arizona  
California  
Florida  
Maryland  
Massachusetts  
Michigan  
Minnesota  
New Jersey  
New York  
North Carolina  
Ohio  
Oregon  
Pennsylvania  
Virginia  
Washington



# Hometap Raises \$60 million in Financing

FT PARTNERS RESEARCH

## Real Estate & Mortgage Technology Landscape



Acquired

# Hometap Raises \$60 million in Financing

FT PARTNERS RESEARCH

## Real Estate & Mortgage Technology Landscape (cont.)



Acquired



## Selected FT Partners Research – *Click to View*



Revolut's \$800 million Series E Financing



Varo's \$510 million E Round Financing



Digit's \$238 million Sale to Oportun



Upgrade's \$280 million Series F Financing



nCino Acquires SimpleNexus for \$1.2 billion



Lydia Raises \$100 million in Series C Financing



Zilch Raises \$110 million in Financing



Valon Mortgage Raises \$44 million in Financing

[VIEW MORE FT PARTNERS RESEARCH](#)

# FT Partners – Focused Exclusively on FinTech

FT PARTNERS RESEARCH

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

### Digital Mortgage Origination

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its role as advisor to



on its Series C financing from new investors



with participation from existing investors

for total consideration of

**\$160,000,000**



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Real Estate Invoicing & Payments

Financial Technology Partners LP  
FTP Securities LLC

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



on its growth financing

with new investors



for a total amount of

**\$ 388,000,000**



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Mortgage Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its role  
advising on the sale of:



to



for total consideration of

**\$1,800,000,000**



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Online Home Services Platform

Financial Technology Partners LP  
FTP Securities LLC

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



on its merger with



(NASDAQ: PTAC)

for a post-transaction equity value

**\$1,079,000,000<sup>(1)</sup>**



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Consumer Home Improvement Financing

Financial Technology Partners LP  
FTP Securities LLC

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



on its sale to



for total consideration of

**~\$2,240,000,000**



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Mortgage Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as  
Capital Markets & IPO Advisor to



on its

### Initial Public Offering

valuing the equity at approximately

**\$ 146,000,000**



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Property Insurance Solutions

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



The Only Investment Bank  
Focused Exclusively on Financial Technology

### 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



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Title Insurance

Financial Technology Partners LP  
FTP Securities LLC

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



in its sale of



to



The Only Investment Bank  
Focused Exclusively on Financial Technology

### Mortgage Audit & Document Processing Tech

Financial Technology Partners LP  
FTP Securities LLC

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



on its sale to



PARTNERS, INC.



The Only Investment Bank  
Focused Exclusively on Financial Technology

## FT Partners Advises GreenSky on its \$2.2 billion Sale to Goldman Sachs

### Overview of Transaction

- On September 15, 2021, Goldman Sachs (NYSE: GS) announced it has entered into a definitive agreement to acquire GreenSky (NASDAQ: GSKY) in an all-stock transaction valued at approximately \$2.24 billion
- GreenSky stockholders will receive an implied price of \$12.11 per share
- The transaction price represents a premium of 56% over the closing share price of GreenSky common stock as of September 14, 2021
- 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 a growing network of over 10,000 merchants on its platform enabling >4 million consumers to finance over \$30 billion of transactions since its inception through June 30, 2021

### Significance of Transaction

- GreenSky's differentiated lending capabilities and market-leading merchant and consumer ecosystem will enhance Goldman Sachs's ability to create the consumer banking platform of the future
- 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 financial and strategic advisor to GreenSky in this transaction
- FT Partners previously advised GreenSky on its [\\$1.1 billion IPO](#), 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](#)

### Financial Technology Partners LP FTP Securities LLC

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



*on its sale to*

# Goldman Sachs

*for total consideration of*

# ~\$2,240,000,000

FINANCIAL  
TECHNOLOGY  
PARTNERS

*The Only Investment Bank  
Focused Exclusively on Financial Technology*



## FT Partners Advises Porch on its Merger with PropTech Acquisition Corp.

### Overview of Transaction

- On July 31, 2020, PropTech Acquisition Corporation ("PropTech"), a special purpose acquisition company ("SPAC") announced a definitive merger agreement with Porch.com, Inc. ("Porch")
- The business combination was completed on December 23, 2020, PropTech changed its name to Porch, and its common stock is scheduled to begin trading on the Nasdaq Stock Market under the ticker symbol "PRCH" on December 24, 2020
  - The deal represents a post-transaction equity value of \$1.079 billion
  - Transaction includes a \$150 million fully committed common stock private investment at \$10 per share led by Wellington Management Company, LLP
- Porch is a unique home services platform that provides leading ERP and CRM software to 11,000 inspection, moving and adjacent home services companies, gaining access to a proprietary and recurring sales funnel which captures a majority of homebuyers in the U.S. annually

### Significance of Transaction

- While creating significant liquidity for existing shareholders, Porch's Management team will continue to lead the merged Company as over 92% of their existing equity is expected to be rolled as part of the transaction
- The net proceeds raised from the transaction will be used to support Porch's working capital, pay down debt and fund expansion through acquisitions

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Porch
- Builds on FT Partners' expertise in navigating the unique process in selling companies to SPACs, and follows highly successful sales of FT Partners' clients [Open Lending](#), [CardConnect](#) and [REPAY](#)

### Financial Technology Partners LP FTP Securities LLC

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



*on its merger with*



**(NASDAQ: PTAC)**

*for a post-transaction equity value*

**\$1,079,000,000<sup>(1)</sup>**



*The Only Investment Bank  
Focused Exclusively on Financial Technology*

(1) Post transaction equity value is based on PTAC's closing stock price as of December 23, 2020 of \$14.81 and total shares of 72.8mm, which include Porch's equity rollover of 36.3mm shares, PTAC public shares of 17.2mm, PTAC Sponsor shares of 4.3mm, and PIPE shares of 15mm. Total shares of 72.8mm used in the calculation of equity value excludes unvested restricted shares, options and RSUs, management incentive plan, and 6.15 million restricted shares issued at the closing of the transaction that are subject to forfeiture should the company not meet certain stock trading price hurdles (one-third during the three-year post-closing period at each of \$18.00, \$20.00 and \$22.00 per share). The transaction was initially announced at a value of \$523 million.

## FT Partners Advises Better 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*



VENTURES



*along with participation from existing investors*

*for total consideration of*

# \$160,000,000

FINANCIAL  
TECHNOLOGY  
PARTNERS

*The Only Investment Bank  
Focused Exclusively on Financial Technology*

## FT Partners Advises LoanLogics on its Sale to Sun Capital

### Overview of Transaction

- On July 7, 2021, LoanLogics announced its sale to an affiliate of Sun Capital Partners
- Founded in 2005, LoanLogics is a provider of mortgage audit software and document processing automation solutions that help residential mortgage lenders, servicers, insurers and investors validate compliance, improve profitability and manage risk during the manufacture, sale and servicing of loan assets
  - LoanLogics is a pioneer in utilizing AI and Machine Learning to improve the overall transparency and accuracy of the mortgage loan process
- Sun Capital is a leading global private equity firm with offices across the US and Europe, which possesses over 25 years of history investing in the Business Services, Consumer, Healthcare, Industrial and Technology sectors

### Significance of Transaction

- Sun Capital's deep strategic and operational expertise will enhance LoanLogics' ability to focus on ensuring quality performance for clients in the production of loan assets and creating the premier investor network ecosystem for digital loan commerce
- Sun Capital can provide support and resources to LoanLogics, which will enable the Company to ensure quality performance for clients, enhance operations and serve the rapidly modernizing mortgage technology market

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to LoanLogics
- This transaction underscores FT Partners' continued success advising companies in the lending and mortgage technology space

### Financial Technology Partners LP FTP Securities LLC

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



*on its sale to*



**SUN CAPITAL**  
PARTNERS, INC.

FINANCIAL  
TECHNOLOGY  
PARTNERS

*The Only Investment Bank  
Focused Exclusively on Financial Technology*

## FT Partners Advises Lennar on its Sale of NATC and NATIC

### Overview of Transaction

- On December 6, 2018, Lennar Corporation (“Lennar”) announced its wholly-owned subsidiary North American Title Group (NATG) plans to combine its underwriter and the majority of its retail title business with States Title. The deal received regulatory approval and became effective on January 7<sup>th</sup>, 2019
  - States Title has acquired NATG’s underwriter, North American Title Insurance Company (NATIC), and a majority of the retail business of NATG’s national title agency, North American Title Company (NATC)
  - The newly combined company will continue to operate under the North American Title brand led by States Title CEO, Max Simkoff, and Lennar has assumed a substantial minority equity ownership stake
- NATC’s builder business and a portion of its retail business remains with Lennar and operates as CalAtlantic Title, while around two-thirds of NATG’s current associates have been transferred to States Title
- Lennar Corporation (NYSE:LEN) is one of the nation’s leading builders of quality homes
- States Title is a San Francisco-based title insurance and escrow platform that uses predictive analytics to streamline the underwriting, settlement, and closing processes of purchasing a home
- North American Title Group (NATG) is one of the largest real estate settlement service providers in the U.S.

### Significance of Transaction

- The combination accelerates the growth of States Title and its vision, enabling the Company to better serve home buyers and sellers across the U.S. by leveraging its proprietary technology and analytics to create a modern real estate closing experience
- The transaction is consistent with Lennar’s strategy to align itself with leading technology innovators in order to streamline and enhance the overall customer experience

### FT Partners’ Role

- FT Partners served as exclusive strategic and financial advisor to Lennar
- FT Partners also recently advised Lennar on its co-lead investment in home insurance innovator [Hippo’s \\$70 million financing round](#)
- This transaction underscores FT Partners’ deep FinTech expertise and its continued success in providing advisory services to world class organizations

### Financial Technology Partners LP FTP Securities LLC

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

**LENNAR®**

*in its sale of*



*to*



*The Only Investment Bank  
Focused Exclusively on Financial Technology*

## FT Partners’ Recent Awards and Recognition

### Bloomberg

#### Bloomberg

- FT Partners’ Steve McLaughlin was featured on Bloomberg / Bloomberg TV
- View the [full article](#) and watch the live [TV interview](#)



#### M&A Advisor Awards

- Technology Deal of the Year (2019)
- Cross Border Deal of the Year and Corporate / Strategic Deal of the Year (2018)
- Investment Banker of the Year (2017) – Steve McLaughlin, CEO & Managing Partner of FT Partners
- Investment Banking Firm of the Year (2016) – FT Partners



#### Lendit FinTech Industry Awards 2018:

- FT Partners wins Top Investment Bank in FinTech

### Institutional Investor



#### The FinTech Finance 40:

- Steve McLaughlin ranked #1 in 2017 and 2018

### The Information



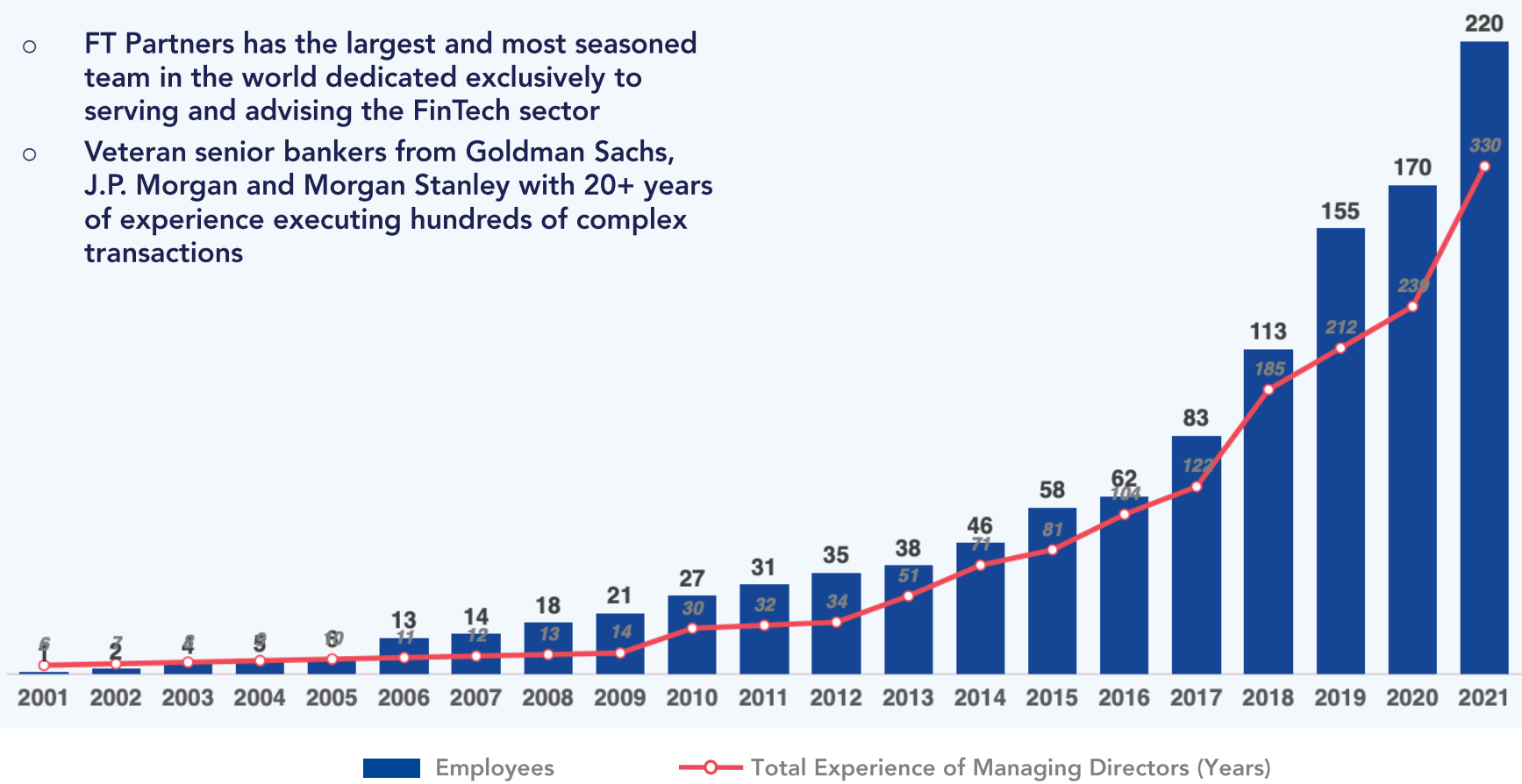
#### The Information’s “Silicon Valley’s Most Popular Dealmakers”

- Ranked as the #2 top Technology Investment Banker by The Information subscribers (2016)
- Only FinTech focused investment banking firm and banker on the list



## The Largest FinTech Advisory Practice in the World

- FT Partners has the largest and most seasoned team in the world dedicated exclusively to serving and advising the FinTech sector
- Veteran senior bankers from Goldman Sachs, J.P. Morgan and Morgan Stanley with 20+ years of experience executing hundreds of complex transactions



Average Experience of Managing Directors (Years)

