

STRANDVIEW CAPITAL MAKES SECOND INVESTMENT IN INSELLERATE

*Financial services fund commits up to \$1.25 million
in advanced mortgage lead conversion platform*

Costa Mesa, California, February 20, 2017 – Strandview Capital, a strategic investor in financial services companies, has committed up to \$1.25 million in InSellerate, a sales automation software company that empowers mortgage lenders to optimize lead opportunities by communicating with borrower prospects within seconds of starting the buying process. This is Strandview Capital's second investment to help fund InSellerate's rapid growth.

InSellerate's unique software helps lenders optimize lead opportunities by communicating with prospects when they are actively engaged in the buying process. Its first-to-contact dialer technology empowers originators to respond to leads within 30 seconds of making a request. The simple-to-use yet sophisticated system delivers almost instant lead engagement, real-time sales and marketing resource management, as well as an effective prospect nurture program. InSellerate further distinguishes itself by connecting the loan officer to the borrower and real estate agent in real time, giving loan officers up-to-the-minute status reports on the loan in process, alerting them on required disclosures and timing disclosures to prevent compliance errors, and helping them turn current borrowers into long-term customers.

"InSellerate is the most advanced and robust lead optimization and sales management solution we've seen in the mortgage industry, helping sales teams contact, manage and convert leads," said Strandview Managing Director Mike Sekits. "What initially impressed us about InSellerate was not just the functionality of the product, but the rigorous attention paid to compliance and security. And what continues to impress us is this management team's ability to execute, including landing large, industry-leading mortgage banks."

"Given my many years of experience working with enterprise software companies, I am impressed by what the InSellerate team has built," added Kevin Covert, managing director of Strandview. "The trend in CRM and enterprise software in general is specialization within industry verticals, and InSellerate addresses a clear need in the market for a more tailored solution in the mortgage sector. We expect InSellerate's automated sales features, coupled with their SaaS delivery model, to result in a very attractive business in the next few years. We are very excited to be working with the InSellerate team," Covert said.



Strandview provides growth capital to early stage companies within the financial services industry that it believes are poised for rapid growth and are run by seasoned management teams. Strandview is currently working with several companies that utilize technology to gain operating efficiency advantages in large but highly fragmented sectors, including residential mortgages, notary services, title insurance and healthcare insurance.

“As the percentage of consumers who research and purchase products and services online continues to increase at an accelerated pace, the keys to driving ROI will be very efficiency and immediacy that InSellerate enables,” said Josh Friend, founder and CEO of InSellerate. “We are very excited and pleased to have earned Strandview’s vote of confidence by making this second investment in InSellerate, as well as providing us with their expert advice as we move forward and expand.”

About Strandview Capital

Strandview Capital is a private equity firm providing growth capital to rapidly growing companies in the financial services sector. The company founders are Mike Sekits and Kevin Covert, two industry veterans with a combined 50 years of experience in the financial services and technology sectors. Strandview Capital is following the same investment strategy employed by Mike Sekits in three successful funds he previously co-founded: namely, financial services focus, lead investor role, and active “hands-on” approach to building partner companies.

For more information, please contact Mike Murray or info@strandview.com.

About InSellerate

Based in Costa Mesa, California, InSellerate provides the mortgage industry’s most advanced Lead Management System, enabling originators to not just get more applications, but to close more loans. Founded in 2014 by mortgage professionals who understand the challenges lenders face every day, InSellerate empowers them to optimize all consumer lead channels, increase prospect conversion and maximize sales opportunities, making marketing and origination systems far more efficient. InSellerate comes with fully integrated workflows, communication and marketing automation tools, and is SSAE 16 certified. For more information, visit www.InSellerate.com.

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