

CrowdStreet

CrowdStreet directly connects accredited investors with industry-leading real estate sponsors by democratizing access to best-in-class commercial real estate opportunities through a transparent and frictionless online marketplace and investor relationship management platform. For larger enterprises seeking to offer their current investors a branded investment experience accessible directly from their website, CrowdStreet provides a private label investment platform that integrates seamlessly with a sponsor's website infrastructure.

The Game Has Changed

With the passage of the JOBS Act in 2012 and the supporting SEC Rule 506(c) for Reg D, for the first time in history, commercial real estate sponsors have the ability to broadly solicit and generally advertise their offerings to the public. This has opened the door for innovative real estate developers and operators to use modern digital marketing tools and leverage the reach of the Internet to create national awareness of offerings and generate investments online. When armed with the right solutions and a modern technology platform that enables efficiently managing investor relations, sponsors can now confidently increase the number of investors per opportunity and expand their investor base. CrowdStreet makes it possible for sponsors to effectively leverage the power of the crowd and democratize access to commercial real estate opportunities for nine million accredited investors nationwide. The crowd has finally come to real estate and the benefits are real.

A New Paradigm - Not Business as Usual

CrowdStreet enables sponsors to develop a new more efficient means of directly attracting, engaging and retaining accredited investors in a way that creates long-lasting relationships and repeat investment. There are no fees for middlemen so investors are able to put more of their money to work generating returns. It's a fundamentally better model for all that goes beyond simply moving outdated indirect processes online and giving a new name to the indirect broker-dealer model.

The Perfect Marketplace - Beyond Fundraising

We believe the perfect commercial real estate marketplace is more than just an online fundraising portal. It's a full service solution that helps sponsors grow their investor base, enhance their brand and reputation, improve operational efficiencies, increase investor satisfaction and generate loyal repeat investors. CrowdStreet's industry leading online investment marketplace offers investors a direct connection to the nation's most successful real estate professionals. Investors can research the best private real estate operating companies, view current offerings, submit an offer, fund their investment and manage their portfolio all from a secure CrowdStreet account. We're passionate about opening up the market so more individual investors can connect directly with professional real estate sponsors, improve the way they build their real estate portfolios, and in the process, contribute to strengthening the U.S. economy.

CrowdStreet History

- Headquarters: Portland, Oregon
- Formed: 2013
- Founders:
 - Tore C. Steen (CEO)
 - Darren Powderly (VP, Real Estate)
- Venture Funded:
 - Green Visor Capital
 - Seven Peaks Ventures
 - Portland Seed Fund
- Employees: 8

As seen in...



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Innovative Solutions



CrowdStreet delivers solutions that fully leverage the many benefits now possible due to the passage of the JOBS Act. At the core, this includes a technology stack that allows sponsors to utilize the Internet for online fundraising and investor management. These solutions are enhanced by modern digital marketing campaigns that create national awareness for offerings via online ads, emails, social media, webinars, press releases, media outreach and investment overview videos. Services are provided throughout the process to support the sponsor and provide assistance. CrowdStreet also brings a robust partner network to round out the needs of sponsors, including legal and regulatory assistance, broker-dealer compliance services, broadened exposure to family offices and investor verification solutions.

Product Mix

Posting Platform

An online framework for posting content, images, video and data about an opportunity to enable thorough evaluation and informed investment.

Transaction Center

Entire online workflow management process that is used by investors to submit an offer, obtain and sign closing documents, complete their accredited verification status and fund their offerings.

Management Portal

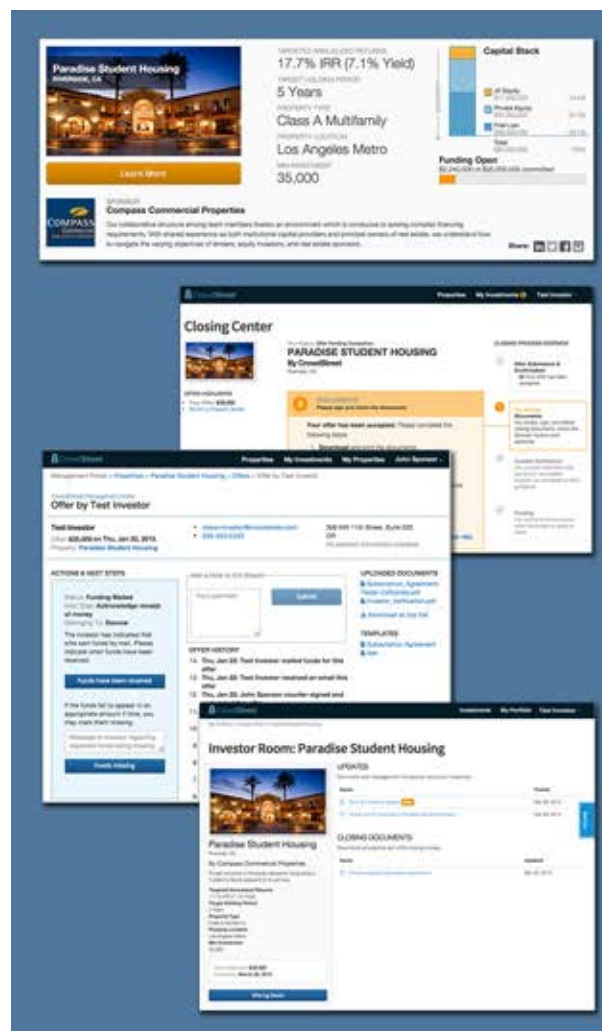
An administrative dashboard and portal used by sponsors to manage listings, leads, investors, closings and the collaborative closing workflow.

Investor Room

Used by investors to review signed closing documents, receive investment updates, obtain distribution notices and track investment performance.

Private Label Investment Platform

Allows enterprise-level sponsors to offer their investors a fully branded marketplace and investor room accessible from their own website.



As selected by...

