



More Loans. Less Time. Greater Insights.

LendView.com

Our Vision

LendView aims to be the unified operating system for real estate lending, connecting origination, servicing, and analytics in one intelligent platform that defines the future of lending.

Our Mission

LendView modernizes the systems lenders rely on, streamlining how capital moves through real estate so every transaction is faster, smarter, and more transparent.

THE PROBLEM

Problem & Opportunity

Fragmentation & Inefficiency

Numerous small, niche servicers lack scale; industry fragmentation across specialized niches creates structural

Operational Drag

Legacy stacks rely on manual processes across > 10 disparate platforms driving cost and latency.

Regulatory / Compliance Burden Rising

Larger platforms spread compliance cost across broader portfolios (regulatory economies of scale unavailable to small firms).

Why Now?

Timing Catalyst

Large “maturity wall” of commercial mortgages coming due (refinancing / modifications increase servicing complexity).

Regulators are tightening reporting & notice requirements, especially in construction and bridge lending.

Plus accelerating digitization investment trajectory.

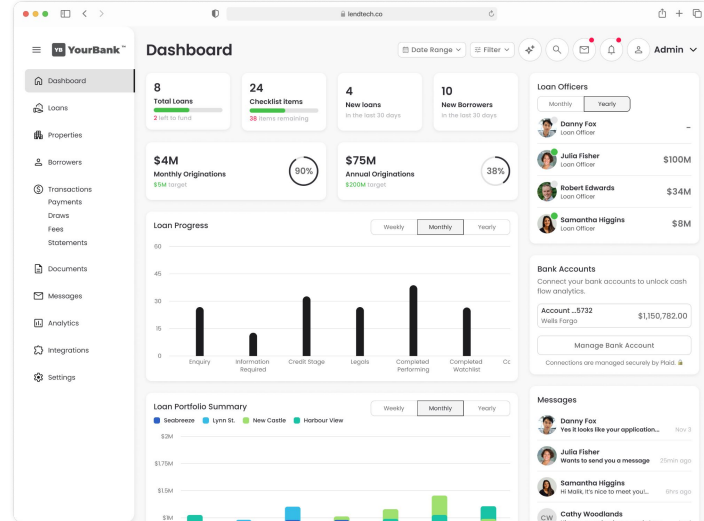
THE SOLUTION

The LendView Solution

We bring the entire lifecycle of a loan — origination, underwriting, funding, and loan servicing into one intelligent platform.

LendView empowers private lenders to:

- ✓ Accelerate deal velocity with AI-driven workflows
- ✓ Make smarter decisions with real-time portfolio insights
- ✓ Scale operations without bloated headcount
- ✓ Reduce risk with automated compliance and servicing tools



TRACTION

Early LendView Traction

- \$673,000+ raised to date, \$446,000 committed in current pre-seed round
- Live in U.S. and U.K.
- UK partnership via Shift Ignite x Woodhurst x OakNorth
- Currently powering \$200M+ in annual loan volume
- Active lender pipeline includes private lenders, bridge lenders, PE credit platforms, and family offices
- SOC2 and GDPR compliant

MARKET

Commercial Loan Servicing Market Overview

Surveys from the Mortgage Bankers Association and construction tech studies show **persistent underinvestment in workflow automation**, with lenders reporting that **50–70% of operations remain manual**, even among firms with existing software tools.

Total Addressable
US Market



Serviceable Available
US Market



Target
US Market



Mortgage Bankers Association (MBA) (2024)
ULI Real Estate Economic Forecast (2022)
John Burns Housing Analysis and Forecast (2022)

Features

Product in Market

Pre Funding

B2B SaaS / LOS

- Onboarding and verification
- AI-Powered Underwriting and Scenario Modeling
- Budget Approvals
- Documentation - LOIs and Applications
- Fund Management and Analytics
- Statement Creation

Product in Development

Post Funding

Fintech / Loan Servicing

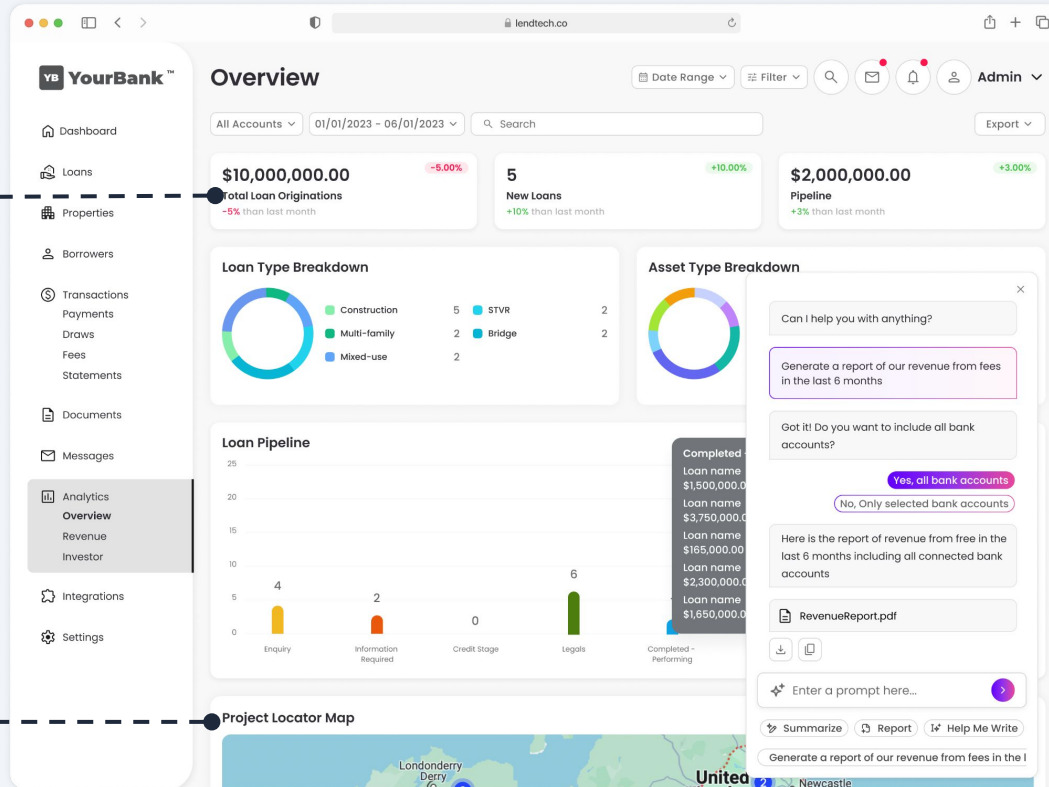
- AI-Powered Draw Management
- Inspection Reports
- Third Party interface - Title, Escrow, Inspections

Product in Development

AI Agent Capabilities

- Proactive loan recommendations based on trends and lender preferences
- Predictive analysis for risk assessment and forecasting
- AI-driven Data Ingestion
- Conversational AI for real-time client and borrower interactions

Analytics Dashboard



Fund management and transactional data tracking

Portfolio management and geo-tracking of projects

Loan pipeline management

AI Agent assisting you with tasks in app

Business Model & Economics

Revenue Streams

+ Annual SaaS subscription fees

+ Servicing fees:
25–75 bps annually

+ Ancillary consulting and onboarding fees

= Total revenue per customer

Primary Cost Saving Levers

Centralized operational infrastructure

Platform consolidation and technology automation

Reduced compliance, legal, licensing costs

Financial Projection Assumptions

Organic growth rates, margin improvements via synergies, high client retention, and clear tech integration timelines

Powering
\$200M+
annually

OUR MODEL

Growth Metrics

Revenue Growth Modeled Across Customer Segments

Customer Type	Loan Volume	SaaS Fee	Servicing Fee (bps)	Annual Revenue
Small Private Lender	\$50M	\$15k	50 bps	\$250k
Mid-Market Bridge Lender	\$100M	\$40k	35 bps	\$390k
PE Credit Platform	\$250M	\$60k	25 bps	\$685k

Bottom Line: Three clients = \$1.19M ARR + loan servicing

Growth Metrics

Unit Economics That Work Day One

- CAC: \$8k – \$20k (sales cycle 6–9 months)
- Payback: < 9 months
- Gross margins:
 - a. SaaS: 85%
 - b. Servicing: 65–75%
 - c. Transactional fees: 90%+

Clear signal: With the addition of loan servicing, every lender is profitable inside 12 months.

Revenue Scenarios (50 bps servicing fee)

- Base Case (30 lenders / \$50M):
\$11.25M total
- Target Case (50 lenders / \$200M):
\$56.25M total
- Aggressive Case (75 lenders / \$500M):
\$196.9M total

Clear signal: Servicing becomes 85–95% of revenue at scale.

TEAM

The Team Behind LendView



Katie Vander Ark

Founder & CEO

- Previously Genesis Capital (owned by Goldman Sachs and Fortress Private Equity)
- Loyola Marymount, Cornell University, London School of Economics



Joel Brewer

Lead Engineer

- Fintech CTO
- Experienced lead engineer and product manager
- 20 year software veteran



Anthony Savino

Chief Revenue Officer

- 20yr Commercial RE Lender
- Over \$2B in CRE originations
- Formerly Morgan Stanley, Wells Fargo, JPMorgan



Emily Hicks

Lead Designer

- Bachelors of Science in Interaction Design
- Design consultant with 20+ companies

Advisor Committee

Christian Vela

CEO at the Collective K1, Amex Ventures

Eric Cooper

SVP of Construction,, Arixa Capital Formerly Genesis Capital

Sebastian Stant

6x Founder, Former Lead Engineer of LendView

Jason Green

CEO SFR Realty Holdings Formerly Roofstock

Daniel Shi

Tech CEO, Former Product and Growth at Remitly

The Opportunity

\$1,200,000 Pre-Seed Round
Committed: \$446,000

Reach out to Katie@lendview.com

Use of Funds

- Engineering + AI/ML build-out
- Servicing automation + payments infrastructure
- Loan Servicing licensing in key markets
- UK market deployment
- Sales + GTM

Milestones This Round Unlocks

- 12–15 paying lenders
- \$500k+ ARR
- Complete LOS + Servicer + AI stack
- \$1B loan volume on platform
- 16+ months of runway

Exit Strategy - Three Clear Paths

Middle Market Sale

\$25M–\$50M Valuation
(3–5 Year Horizon)

Typical Buyers: Regional loan servicers, Private lending SaaS platforms, Title & escrow software, Construction draw management SaaS, National mortgage tech companies buying niche volume

Criteria to Exit:

- 12–20 active lenders
- \$500M–\$1.5B annual loan volume
- \$3M–\$7M recurring revenue
- Positive EBITDA

Strategic or PE Roll Up

\$200M+ Valuation
(5–7 Year Horizon)

Typical Buyers: Private equity roll-ups, Global fintech + payments platforms, Credit fund administrators
Data + risk analytics platforms (DV, Moody's, CoreLogic, Abrigo)

Criteria to Exit:

- 40–60 active lenders
- \$5B+ annual loan volume
- \$15M–\$30M recurring revenue
- 40%+ servicing margin

Transformational Liquidity Event

\$1B+ Valuation
(8–10 Year Horizon)

Typical Buyers / Pathways: Public market listing (Fintech + SaaS + Real estate credit). Possible acquisition by: Blackstone / KKR credit platforms, "Mortgage + Credit OS" category consolidators

Criteria to Exit:

- 100+ lenders
- \$20B+ annual loan volume
- \$50M+ ARR
- Global footprint (US + UK + Canada) Full LOS + loan servicing

OUR MODEL

Exit Strategy - Three Clear Paths

Our middle market exit alone produces a 3–7× return, while strategic and transformational exits unlock 20–100×+ venture-scale outcomes.

Exit Scenario	Exit Valuation	Investor Ownership	Payout on \$100k	Return Multiple
Middle Market (Low)	\$25M	1.33%	\$333k	3.3×
Middle Market (High)	\$50M	1.33%	\$667k	6.7×
Strategic/PE Exit	\$200M	1.33%	\$2.67M	26.7×
Transformational	\$1B	1.33%	\$13.33M	133×



Thank You

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