



## **RLTYco raises \$20 million Series A giving agents nationwide same-day commission advance and full suite of benefits**

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New York, NY RLTYco, a New York-based full-service provider of comprehensive resources for real estate professionals, has closed a \$20M Series A funding round led by Altriarch. This strategic equity and debt raise enables real estate professionals nationwide to secure commission funding in as little as 24-hours. RLTYco also provides access to a suite of services to make compliance and regulation requirements incredibly simple for independent contractors. Its mission is to level the playing field with salaried workers and catalyze long-term success for real estate professionals.

The round also included participation from existing investors, including Andrew Dodge, entrepreneur and angel investor, Christopher Schmidt, executive vice president at Related Companies, and SERHANT. Ventures, SERHANT.'s education division that develops, creates, and produces resources and solutions for agents in today's new marketplace. Ryan Serhant, CEO and founder of SERHANT., is a partner, advisor and ambassador via SERHANT. Ventures.

"Our mission to transform the landscape for real estate professionals has resonated deeply with our clients and partners. By providing immediate access to capital, alongside game-changing resources, we're not just supporting our customers — we're helping to facilitate a new era of entrepreneurship," said Briggs Elwell, co-founder of RLTYco. "We're immensely grateful for our partners who share our vision of leveling the playing field for independent contractors. With this support, we're thrilled to expand our services nationwide to every state, all powered by RLTYco's proprietary fintech platform."

With this raise, all existing RLTYco services, including RLTY Capital, RLTY Legal, RLTY Tax, and RLTY Health, are now available nationwide, effective immediately.

At the core of this rollout is RLTYco's cutting-edge proprietary technology platform, which leverages bank-grade encryption, real-time financial and identity data verification, automated credit checks, and rigorous security protocols to bring the power of rapid commission funding to independent real estate agents.

The platform's custom credit decisioning algorithms, rapid funding disbursement, and secure payment processing are complemented by integrated messaging systems for real-time client support and assistance. Since inception, RLTY Capital has funded over a thousand deals across more than 102 brokerages in New York, Florida, and the tri-state area.

“RLTYco uniquely combines fintech, insurtech, and professional services and has an infinite addressable market given their rate of reoccurring clients; a staggering 75% of clients have used the platform for multiple transactions,” said Danielle Brown, managing partner and co-CEO at Altriarch. “We’re continually impressed by the company’s strategic vision, educational approach to holistic business health for independent contractors and are eager for this next chapter.”

First-in-kind partnerships will expand nationwide effective immediately, including services with LegalZoom, the #1 online business formation provider trusted by 4M+ businesses, and UnitedHealthcare via their affiliate HealthMarkets Insurance Agency, the largest healthcare provider in the United States..

“Agents across the United States gaining access to these tools and resources is a defining moment for the industry that can’t be overstated,” said Ryan Serhant, a leading real estate broker and CEO and founder of SERHANT. “A fundraise of this size demonstrates our commitment to the profession which rewards entrepreneurs who take accountability for their own career path. There is so much opportunity in the current marketplace and companies like RLTYco reinforce the viability of being a successful agent in 2024 and beyond.”

“I’m thrilled to double down on my investment in this pioneering company that is creating a new category for real estate professionals and helps them futureproof business operations,” said Andrew Dodge, entrepreneur and angel investor. “RLTYco empowers independent real estate contractors with resources typically reserved for salaried employees at a time when it is harder than ever to be an agent.”

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