



## Lender Price

**Industry:**

Financial technology

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## First Analysis invests in Lender Price, a leader in lending technology

*Provider of cloud-based mortgage pricing and digital lending solutions*

**CHICAGO – Oct. 15, 2021** – First Analysis, a leading venture capital investor, has made a new investment in Lender Price. Lender Price’s cloud-based solutions help banks, mortgage bankers and mortgage brokers increase volumes and profitability, benefit from workflow efficiencies and improve their market competitiveness. The investment, led by longtime First Analysis partner Argentum Group, will further accelerate Lender Price’s rapid growth by supporting product development, sales and marketing and customer service capabilities.

Many mortgage originators and lenders use decades-old technology to run their core operations, resulting in costly process inefficiencies and missed revenue opportunities. Lender Price’s innovative technology enables lenders to easily manage and streamline key parts of the mortgage process, including origination, pricing, underwriting and secondary marketing. Lender Price’s products are built on a modern tech stack that makes them faster, more configurable and easier to integrate than competing solutions.

Lender Price’s suite of SaaS solutions is anchored by an advanced enterprise product, pricing and eligibility engine that enables lenders to make pricing-related adjustments across all their channels in real-time. The engine powers the company’s other automated mortgage applications to create a tightly integrated digital lending platform that also includes a marketplace connecting brokers to up-to-date pricing of hundreds of wholesale lenders, a digital point of sale to simplify the origination process, and a first-of-its-kind underwriting and pricing engine for non-agency mortgages (FLEX).

“Mortgage technology is in urgent need of upgrade. By some estimates, the demand for workflow automation and productivity tools in the industry is \$10 billion,” said Dawar Alimi, co-founder and CEO of Lender Price. “Finding a partner that understands these dynamics was critical for us, and we are excited to have found such a partner in First Analysis and Argentum.”

First Analysis’s long history of investing in financial process technology companies and publishing in-depth research on the sector helped it understand Lender Price’s great potential. “Lender Price’s software is critical in helping lenders rapidly execute profitable lending strategies with ease. With its advanced technology and experience supporting diverse customers including some of the largest and most sophisticated mortgage lenders, the company is helping the industry modernize its workflows and process burgeoning loan volumes,” said Terry Kiwala, vice president at First Analysis. “We are thrilled to be investors in Lender Price and look forward to working with Dawar and the team to help the business grow.”

### About First Analysis

[First Analysis](http://www.firstanalysis.com) is a leading venture capital investor. We have one of the longest records in venture capital, having invested more than \$800 million

across multiple highly diversified funds over four decades. First Analysis invests mainly in North America with a focus on our sectors of expertise: technology/SaaS, healthcare and environmental technology. We help established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing and corporate development. Our flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner bringing valuable perspective.

## **About Lender Price**

**Lender Price** is a California-based developer of mortgage technology, including an advanced product, pricing, and eligibility (PPE) engine, a digital lending point of sale (POS), and a non-agency automated underwriting engine. Lender Price provides all types of mortgage lending institutions – wholesale and correspondent lenders, banks, credit unions, and mortgage brokers – with advanced technology designed to eliminate friction, increase transparency and effectively engage with borrowers.