

Media Contacts:

Tyler Arnold
tyler@landispr.com
Landis Communications, Inc.
(415) 561-0888
www.landispr.com

Ashley Boarman
ashley@landispr.com
Landis Communications, Inc.
(415) 359-2312



FOR IMMEDIATE RELEASE

Selequity Announces Launch of Commercial Real Estate Crowdfunding Platform at TechCrunch Disrupt NY 2015

Industry experts launch online platform to create greater access for real estate owners and investors in the commercial real estate market

ST. LOUIS (May 4, 2015) – [Selequity](#), an online platform for accredited investors to find and invest in commercial real estate (CRE) projects, today announced its public launch onstage at [TechCrunch Disrupt](#) in New York City.

Selequity, the first-ever CRE crowdfunding company chosen to compete at TechCrunch Disrupt, was selected from numerous technology companies across the globe to participate in the highly-anticipated [Startup Battlefield](#). At this prestigious event, some 30 early stage companies launch onstage for the first time in front of top Venture Capitalists (VCs) and entrepreneurs as well as TechCrunch editors, competing for the coveted Disrupt Cup and a \$50,000 prize. The winner will be determined May 6, 2015.

“Selequity is taking what used to be the cumbersome process of manually raising capital and putting it online in a straightforward, easy-to-use platform,” said AJ Chivetta, Selequity’s CEO. “Much is changing in the commercial real estate industry with new laws, such as the JOBS Act, as well as the adoption of new technologies to reach investors. With Selequity, we are not only helping to open up opportunities for 8 million accredited investors; we are also providing much-needed services to real estate owners looking to raise capital in a faster, more efficient way than ever before.”

Through its online platform, Selequity provides accredited investors exposure to professionally-operated, private real estate investment deals. Likewise, commercial real estate owners (sponsors) have the ability to use the Selequity network to access a broader range of accredited investors.

Technology developed by Selequity streamlines the once timely and cumbersome evaluation and investment process for both property owners and investors. The platform helps owners provide the necessary documentation and information to accredited investors to make smart, educated investment choices. Additionally, sponsors and investors using the Selequity site have access to an individualized communications platform making it easier to track and manage ongoing investments.

“Selequity is going to be a game-changer for the commercial real estate industry,” said Mark Burkhart, a Selequity founding partner. “Our Selequity team is comprised of industry veterans who have more than 100 years of combined commercial real estate experience and have a vast network of real estate professionals. We are here to serve the industry and bring quality properties to investors looking to diversify their portfolios.”

Selequity was founded in 2014 by the team who helped build Cassidy Turley from a local brokerage firm into the third largest national commercial real estate company in America. The team is led by Mark Burkhart, former CEO of Cassidy Turley; Bill Florent, former CFO of Cassidy Turley; as well as AJ Chivetta and Maria Desloge of Armstrong Teasdale, members of the Cassidy Turley legal team. Together, these individuals collectively managed more than \$100 billion in transaction volume, administered 28,000 corporate real estate locations and led more than 4,000 real estate professionals in 60 offices throughout the country. Parker Condie, president of Coin Acceptors, Inc., an unattended point of sales technology company, and Armstrong Teasdale are also founding members of Selequity.

Interested parties can learn more about Selequity by visiting Selequity.com and watching this [video](#).

About TechCrunch

[TechCrunch Disrupt NY 2015](#) is TechCrunch’s sixth annual conference in New York City. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate technology-driven disruptions in many industries, while the afternoons are reserved for the Startup Battlefield, where some 30 new companies will launch for the first time onstage, selected to present from numerous applications received from around the world. The winning company will receive a \$50,000 grand prize and the Disrupt Cup at the conclusion of the conference. The conference is May 4-6, 2015 at the Manhattan Center, 311 West 34th Street (at 8th Ave.) Manhattan.

About Selequity

[Selequity](#) is an online marketplace offering accredited investors institutional-quality information and documentation for commercial real estate investments. Founded in 2014, the company is led by a team of experts with more than 100 years of combined experience in the commercial real estate industry and connections to the best and biggest real estate owners and developers across the country.

For more information, visit www.selequity.com or visit the company on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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