



Great Lakes Fund Solutions, Inc. Launches a White-Labeled Platform for Crowdfunding

July 6, 2015, Brooklyn – Great Lakes Fund Solutions, Inc. announces the launch of CrowdKey, software-as-a-service (SaaS) that provides online private placement platforms with a white-labeled crowdfunding site and an outsourced back office.

CrowdKey allows platforms to accelerate their time to market, reduce fixed formation costs, perform a variety of vendor management and compliance functions, outsource their call center and back office, and quickly begin to display deals for investors.

The vendor-hub features of CrowdKey allow online private placement platforms to tap into banking, legal and fund administration resources to keep issuers in compliance and actively structuring deals rather than becoming immersed in clerical work. CrowdKey is a unique offering compared with other white labeled crowdfunding platforms in that its connection to Great Lakes Fund Solutions provides issuers on the platform with statement production, distribution processing, an investor call center, capital balance tracking, investment transfer processing and K-1 tax statement production services.

“Retail investors can provide dependable and inexpensive capital to real estate, energy and other securities issuers,” said Mark Lancaster, President of Great Lakes Fund Solutions. “CrowdKey helps those with quality deal flow to quickly build their franchise, while owning the franchise that grows as they attract an investors base.”

“As a platform in the launch phase, RealtyXE’s objectives are to quickly accelerate the growth of our investor base and brand while minimizing upfront costs,” said Bruce Blankenhorn, Chief Operating Officer of RealtyXE. “CrowdKey offered us a turn-key site that is integrated with the established investor servicing business of Great Lakes Fund Solutions so that we can launch our custom site and simultaneously avoid the time and expense of creating a back office for investor services.”

About GLFSI

Since 1982 Great Lakes Fund Solutions, Inc. has provided fund administration services to sponsors in the real estate, energy and managed futures industries and outsourced IT to financial services companies. Clients include REITs, oil and gas limited partnerships, public commodity pools and a variety of other public/private alternative investment funds. The GLFSI is a registered transfer agent with the SEC.



The CrowdKey offering gives fund sponsor and broker/dealer clients of GLFSI the flexibility to raise money in the traditional intermediary markets or through the rapidly evolving online private placement market.

Great Lakes Fund Solutions support the operational, administrative, IT and investor-servicing needs of our fund-sponsor clients and our staff possesses the highest level of integrity and operations expertise, which is brought to bear in providing exemplary automation and integration with the workflows of our clients.

The Company has offices in Lake Villa, Illinois and Brooklyn, New York. For more information on CrowdKey and Great Lakes Fund Solutions visit <http://www.CrowdKey.com> and <http://www.glfsi.com>, respectively.