



OutboundEngine Acquisition by Elm Street Technology

Client News

September 27, 2021

Gunderson Dettmer represented client OutboundEngine, an Austin-based marketing automation software company, in its acquisition by Elm Street Technology, a leading provider of residential real estate technology and marketing solutions. The acquisition of OutboundEngine complements and expands Elm Street's Elevate platform, which provides an end-to-end suite of real estate technology and marketing services.

In the [announcement of the acquisition](#), CEO of OutboundEngine Marc Pickren said, "We are in a time of sweeping digital change and customer-focused product evolution. OutboundEngine's ability to align with a progressive and forward-thinking company like Elm Street Technology will empower us to evolve our products and services at an aggressive pace that's never been seen in the real estate sector."

The Gunderson deal team was led by Wes Watts and included Luke Thomas, Alex Devine, Jace Clegg, Morgan Otway, Aaron Fiske, Melissa Brekke, Anna He, Jamilah Mena, Brittany Nicely, Jim Hauser, Frances Sevilla-Secasa, Natalie Pierce, and Jeff Salomon.

Companies:

[OutboundEngine](#)

[Elm Street Technology](#)

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Wesley C. Watts

PARTNER

.....
P +1 512 706 9500

Luke Thomas

PARTNER

P +1 512 706 9900

Alex S. Devine

ASSOCIATE

P +1 512 706 9995

Jace E. Clegg

PARTNER

P +1 646 490 9040

Morgan L. Otway

ASSOCIATE

P +1 212 430 4206

Aaron H. Fiske

PARTNER

P +1 650 463 5443

Melissa Q. Brekke

ASSOCIATE

P +1 512 706 9944

Brittany M. Nicely

ASSOCIATE

P +1 858 436 8067

Jim Hauser

PARTNER

P +1 617 648 9146

Natalie A. Pierce

PARTNER

P +1 415 801 4920

Jeff L. Solomon

JEN T. SALOMON
OF COUNSEL
P +1 646 797 5514

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