

Realm Closes \$12M Series A Led by GGV Capital

Client News

July 29, 2021

Realm, the first free-to-use and centralized source of actionable, unbiased insights for American homeowners, **today announced** it has raised \$12M in Series A funding led by GGV Capital, with participation from existing investors Primary Venture Partners, Lerer Hippeau and Liberty Mutual Strategic Ventures.

The new round of funding will be used to help improve the quality and sophistication of the platform's data insights in a variety of ways, including expanded hires across the data science, engineering, marketing and operations teams that will ultimately provide customers with more information and ongoing support. The brand will also prioritize the continued development of proprietary data sets and models, which offer homeowners across the country personalized analysis of over 70 million homes.

"Primary homes account for 62% of the average American homeowners' total assets, and the spending doesn't stop once they move in," said Realm founder and CEO, Liz Young. "Our homes are our most expensive asset, and there's no other place people spend so much money, with so little accurate information to base their decisions on. With this new capital, and support from great partners like GGV, Realm will continue to build the largest, free database of actionable home advice to help homeowners make important home decisions with confidence, while increasing the value of their biggest asset."

The Gunderson deal team was led by Michael Hacker and included George Pothoulakis and Alexandra Noymer.

Realm

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