



FOR IMMEDIATE RELEASE
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ROOSTIFY WELCOMES NEW PUBLIC RELATIONS FIRM GAFFNEY AUSTIN TO ENHANCE BRAND RECOGNITION AND THOUGHT LEADERSHIP

— Bespoke communications model received enthusiastically by the fintech industry—

SAN FRANCISCO, Calif., June 26, 2019—The nation’s most trusted digital lending platform, Roostify, today announced the selection of Gaffney Austin, LLC, to serve as its new agency of record, for all media and public relations activities. Recognizing a growing need for timely messaging and comprehensive knowledge of the industries they serve, Roostify identified Gaffney Austin as the best choice for representation.

The firm’s leadership, Jacob Gaffney, a respected trade journalist, former Editor in Chief of the largest mortgage and real estate media platform, HousingWire, and Alyson Austin, a corporate communications insider previously with CoreLogic, were very familiar to Roostify Chief Marketing Officer Courtney Keating Chakarun. She had worked directly with Austin at CoreLogic and had admired Gaffney’s talent at HousingWire for the better part of a decade. Immediately after learning of the firm’s launch in early June, Chakarun contacted Gaffney Austin.

“We were attracted by the creativity, integrity and market insights that this powerhouse brings to the table,” said Chakarun. “We wanted a team with deep strength in media and public relations that also had the necessary contacts to elevate our thought leadership and build relationships to promote the company. This partnership amplifies the Roostify brand promise and shares our values to dream big and inspire trust.”

With the recent announcement about seamless document signing capabilities with Docutech and the addition of industry leading clients, there is a significant growth trajectory for Roostify. The relationship with this leading PR firm will continue to elevate the company as a transformative leader in the industry.

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About Roostify

Founded by consumers looking for a better way to buy a home, Roostify leads the industry in delivering accelerated and transparent digital lending experiences, processing over \$15 billion a month in loans. From



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enterprise banks to independent mortgage lenders, lenders across the United States rely on Roostify to speed up closings, reduce risk and unnecessary work, and improve their customer's lending experience. The company's highly secure, future-proof lending platform is trusted by some of the world's largest lenders. For more information, please visit www.roostify.com or follow them on social media at LinkedIn or Twitter @Roostify.