



## **The Future of The Mortgage Experience with NestReady**

MONTREAL, QC - (October 30, 2017) NestReady is defining the future of the mortgage experience by bridging the gap between home discovery and financing. With increasing customer expectations, it's getting harder and harder for financial institutions to stand out from the crowd in the minds of consumers. While there are now more millennials seeking to buy a place to live, the process of finding a home and a mortgage is still mostly an archaic, offline process with lots of paperwork and wasted time.

The mortgage industry is heavily embracing new technologies to improve the overall financing experience. Boston Private, a market leader and one of the most respected financial institutions in Massachusetts, is partnering with NestReady to deliver on a tech-based approach that will integrate both the mortgage and the home-buying processes into a seamless experience for its clients."

"We are pleased to partner with NestReady to help simplify the home-buying process for our clients," says Charlie Nilsen, National Director of Residential Lending at Boston Private. "Given the speed of change in today's real estate markets, we're always looking for opportunities and resources that can help our clients make better informed decisions when searching for a new home or vacation house."

Furthermore, NestReady's emerging technology and smart design provides high-touch, customized customer service. The financial institutions can now embrace a new tool to engage and retain customers in a world of rapidly changing technology and expectations. As customers navigate one of their most critical life events, we empower users to be confident about the financial decisions they make.

"We're extremely excited to unveil our partnership with Boston Private! Boston is the city where it all started with Techstars," says Marcos Carvalho, Co-Founder & Chief Revenue Officer at NestReady. "By aggregating all aspects of the home-buying journey onto one platform - we remove pain points for home buyers and make it easier to buy their dream home in a competitive market like Boston." NestReady is also excited to be soon launching in the following states: Florida, Indiana, Ohio, Michigan, and along with all provinces in Canada.



**BOSTON PRIVATE**  
WEALTH ▫ TRUST ▫ PRIVATE BANKING

**About NestReady**

NestReady is a real estate platform that brings all parts of the home-buying cycle together. By collaborating with lenders, the platform guides home seekers through a uniquely tailored process by integrating the full home-search experience directly onto the lender's website.

**About Boston Private**

Boston Private is a leading wealth management, trust, and private banking company with a national presence. Headquartered in Boston, they serve clients from offices located in the major markets of Boston, San Francisco, San Jose, Los Angeles and Palm Beach.

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