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**Media Contact:**

Brian Frankel  
818-585-7013  
brian@wayfounder.com

**WayFounder Helps Educate Consumers on New Crowdfunding Rules  
Starting with Real Estate**

***WayFounder Launches CrowdFunnel to Educate and Match Investors with Opportunities***

LOS ANGELES, CA, July 13, 2016 - Damon D'Amore, CEO of WayFounder and CrowdFunnel has enlisted Greg Hebner, Founder and Chief Investment Officer of Community Rebuild Partners and Managing Director of Arixa Capital, to create a video series educating the public on the principles of real estate investing and the new opportunities in real estate crowdfunding. The series, the first of a program designed to cover all aspects of crowdfunding investing, has been released to aid in the understanding of newly adopted Regulation Crowdfunding, part of Title III of the JOBS Act, permitting non-accredited individuals to invest in securities-based crowdfunding opportunities.

“Now that most Americans have the opportunity to invest in a new class of deals once reserved for wealthy accredited investors and institutions,” said D’Amore, “we wanted the WayFounder community and general public to learn as much as possible about real estate crowdfunding to make informed, personal decisions and Greg is the ideal professional to launch our new content library. It’s a historic time as once exclusive investment opportunities are being made available to a much broader group of the population. We believe that the more education an individual can obtain about both general investing and crowdfunding specifically, the better choices they will make.”

Real estate crowdfunding opportunities fall into several categories including residential, commercial, funds, debt and equity. In the video series, Hebner teaches the difference between each type of real estate investment, how to vet and choose an investment, describes potential pitfalls, and how individuals can tailor investment strategies to their personal and financial goals. Further, viewers learn how investments are structured, when to expect a return and the best place to start as new investor.

Hebner notes that “Unlike the stock and bond markets, real estate has historically kept up with the pace with inflation. Recently, we are in a very unusual period where interest rates are historically low. One of the most interesting aspects about real estate is that the underlying asset is going up, and what it costs you to service the debt is going down. You can't say that about a lot of other investments.”

Hebner also discusses the opportunity specifically for millennials and how crowdfunding now allows them to invest directly in opportunities aligned with both their financial goals and socially-conscious values.

CrowdFunnel also announced Dean A. Mathew has joined its advisory board. Mathew is the former Chief Financial Officer at real estate crowdfunding platform Patch of Land. D'Amore stated "As our direct business providing issuers in the real estate vertical investor referrals increases, Dean is a valuable addition to our team having long established relationships in the marketplace."

"The real estate industry and specifically how debt and equity are structured is changing rapidly. At the same time the variety of lenders and deal structures is growing exponentially," said Mathew. "CrowdFunnel provides opportunities for investors who seek solid returns and opportunities in real estate and other verticals."

WayFounder will continue to produce educational content and inform its community of the latest crowdfunding opportunities via its newsletter at: <http://www.wayfounder.com/investors>  
The video series can be viewed at: <https://goo.gl/z6alGZ>

### **About WayFounder**

WayFounder is built on the premise that great ideas come from everywhere. People from all walks of life have ideas for solutions to problems that aren't currently offered by existing products in the market. WayFounder provides a platform and the resources for those ideas with the potential to become a business to succeed and grow into something scalable, sustainable, and lasting.

Entrepreneurship, competition, idea generation, product development, startup financing, and distribution are constantly evolving. The founding process also needs to evolve. WayFounder aims to provide opportunity for a new breed of founders. The WayFounder Team and its Advisory Board, with decades of combined experience launching, funding, scaling, and running successful entrepreneurial businesses in consumer categories, ensure that winning ideas have the best chance of success.

### **About CrowdFunnel**

CrowdFunnel has a mission to educate and empower individuals seeking to invest in equity crowdfunding opportunities by matching them with quality platforms and companies.

The company has relationships with leading crowdfunding platforms across all verticals, representing thousands of investment opportunities for individual investors in areas ranging from real estate to technology startups to consumer goods. CrowdFunnel generates fully-surveyed and verified investor referrals, both accredited and non-accredited, for crowdfunding platforms, issuers and agencies.

**About Community Rebuild Partners**

Community Rebuild Partners, LLC is a leading real estate investment firm that acquires, renovates and resells residential properties across the California. Since 2011, Community Rebuild Partners has acquired more than 240 properties, investing in excess of \$100M in California real estate, while making positive contributions to local real estate markets and communities. Community Rebuild Partners is known for creating homes that offer quality construction, innovative features and amenities and stylish design elements.