

## **Mdrn and Stoop raise \$1M for tech-forward brokerage**

New York lifestyle brand and real estate firm Mdrn. and its rental platform Stoop raised \$1 million in a seed round, the companies announced Monday. Mdrn. is a vertically integrated brokerage that offers buying and leasing, property management, roommate searches and even design services. Stoop lets residents rent month-to-month or for up to a year, outsourcing leasing, payments, roommate searches and utility payments to the company. Mdrn. launched as a traditional brokerage in 2014 and added the Stoop brand in 2017. The two brands are separate companies but closely entwined via their common ownership. The funding is being split between the two companies, although a lot of focus is on expanding the Stoop brand as a means of further growing the Mdrn. brokerage. Founder Zach Ehrlich in an interview described Stoop as "sort of a StreetEasy" powered by integrated agents. "The capital will enable both companies to expand on their core real estate operations and technology inf...

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