Juniper Square raises $6 million for real estate investing software

Juniper Square, a company offering software that helps real estate firms manage and raise outside capital, raised $6 million in a Series A funding round led by Felicis Venture, which also backs Opendoor and Matterport, the company announced Wednesday.

“The real estate industry has historically been very underserved by technology, especially in investment management,” Juniper Square CEO Alex Robinson said in a statement. “Real estate firms are seeking to benefit from innovations in technology, and our solution helps firms of all sizes better manage the entire lifecycle of their capital relationships. This new round of investment will enable us to rapidly improve our product for both sponsors and investors.”

Juniper Square was founded in 2014 but only launched its investment management platform in 2017. The San Francisco-based startup now serves clients managing 50,000 investors and almost $200 billion in real estate assets, the company says. Its software was developed for the real estate industry — especially commercial real estate — and applies to fundraising, investment administration and investor reporting.

The startup hopes its software will replace Excel as used by investment firms, Robinson told TechCrunch.

“Commercial real estate is a multi-trillion-dollar industry with over 30,000 investment firms, yet very few of them use software to run their investment operations,” Felicis Ventures managing director Sundeep Peechu said in a statement. “We saw in Juniper Square a company with a big vision for a future of investments powered by software.”

The $6 million funding round brings Juniper Square’s total funding up to $8 million, adding to $2 million in seed funding.

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