



Bay Area Company, Corefact Expands Operations in the Sacramento Region

Fast-growing Real Estate Marketing Company Expands in Roseville

ROSEVILLE, April 25, 2018 - Corefact, the leading company in advanced printing and online marketing solutions for the real estate and mortgage industries, announced its expansion with a new location in Roseville. Corefact, which is headquartered in Hayward, leased space at 1512 Eureka Road, Suite 207 in Roseville. The new space houses all of the company's engineering and technology group and a portion of the company's sales team.

"We've had phenomenal growth for the past several years and in order to keep the momentum we chose to add a location in Roseville," Chris Burnley, CEO and Founder of Corefact said. "Growth requires an equal level of support structures like technology and sales to build and deliver new products and services to the marketplace. With teams in the Bay Area and Southern California, the Sacramento area was the natural next step and the region presents a great opportunity for talent and customer acquisition."

Corefact offers a variety of different print and online products including direct mail, property marketing brochures, business cards, business stationery, signage, online property websites, online lead acquisition and management, and more. The company uses a process called variable data printing which allows any direct mail to be customized by changing certain elements on each individual piece, taking advantage of the power of complex personalization.

The Greater Sacramento Economic Council worked with the City of Roseville and Corefact to find the best location to expand operations in the Greater Sacramento region.

"We are thrilled Corefact is expanding in Roseville and continuing operations in Northern California," Greater Sacramento Economic Council Barry Broome said. "Corefact is another example of a company who is taking advantage of the Northern California megaregion; they continue operations in the Bay Area while expanding and retaining the talent necessary to grow and prosper in the Sacramento region."

Corefact has grown steadily, having surpassed 100,000 registered users on their system in addition to signing top real estate brokerages and mortgage companies as clients across the country. Corefact was named to the 2015 and 2016 Inc. 5,000 as one of the fastest-growing private companies in the nation, in addition to making the Fast 100, fastest growing

privately-held companies in the Bay Area, published by the *San Francisco Business Times* for three years in a row.

“We are looking forward to welcoming Corefact to Roseville and the Sacramento region,” Roseville Mayor Susan Rohan said. “Roseville offers Corefact the business-friendly environment it needs in order to grow and continue its success in the real estate and mortgage industries while still having access to the Bay Area.”

The company currently employs 80 people and they are looking to immediately hire five people for the Roseville office. Additionally, the company is planning to hire at least 10 more people within 18 months and expects to be at 30 employees within three years. If you are interested in applying, see here: <https://www.corefact.com/c/careers>

About Corefact

Corefact, based in Hayward, CA, is a privately-held company providing real estate brokerages, agents and mortgage professionals with a complete responsive marketing solution utilizing personalized content and lead generation. Print and web are combined to increase response rates as much as five times that of standard direct mail. The Corefact patent-pending marketing solutions help generate leads, build relationships and promote services using a one-to-one approach, matching multiple unique data points to create a personalized experience for the consumer. Unique tracking codes and strong calls to action generate exceptional responses and conversion rates by combining direct mail and web technology. Inc. 5,000, 2014, 2015. Fast 100 *San Francisco Business Times*, 2013, 2014, 2015.

About the Greater Sacramento Economic Council

The Greater Sacramento Economic Council is the catalyst for innovative growth strategies in the Capital Region of California. The organization spearheads community-led direction to attract, grow and scale new businesses, develop advanced industries and create jobs and investment throughout a six-county region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers, and stakeholders, with the sole mission of driving economic growth. The Sacramento Region was founded on discovery, built on leadership, and fueled by innovation.

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