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Company history

Qualia is a San Francisco based title, escrow, and closing technology company with a mission to streamline and simplify the real estate closing process. Since its founding in 2015, Qualia has grown to process over 10% of all US real estate transactions. Over one thousand companies across the country now rely on the Qualia platform to process thousands of closings every day - making Qualia one of the leading platforms in the industry.

Qualia addresses the lack of modern technology in the real estate closing industry by bringing everyone involved in the transaction – abstractors, examining attorneys and lender’s attorneys, field issuers, lenders and closing agents – onto their own unique, secure deployment. Qualia enables them to work in tandem, simplify tasks, and document progress in real time. This new degree of coordination and real-time communication opens up new opportunities to improve workplace satisfaction for closing professionals as well as improved customer experiences for their clients. Qualia also aims to increase understanding, visibility, and efficiency throughout the closing process for everyone, particularly first-time home buyers.

In 2017, Qualia expanded its title, escrow and closing software when it released an industry first fully integrated Vendor Marketplace as well as a client portal called Connect.

Qualia’s Vendor Marketplace was inspired by the understanding that every closing involves close coordination with a trusted team. The technology strengthens relationships by giving closing professionals and their partners the tools they need to quickly manage ordering, fulfillment, payments and reporting automatically as part of their existing workflows.

In 2018, Qualia announced it had closed a \$33 million Series B venture funding to assist in the company’s continued expansion. The round was led by Menlo Ventures with participation from previous investors 8VC, Bienville Capital and real estate developer Barry Sternlicht. To date, co-founders Nate Baker, Joel Gottsegen and Lucas Hansen, have grown the company to more than 150 employees across their offices in San Francisco, CA and Austin, TX and have raised more than \$40 million.

In 2019, Qualia introduced Assure, a suite of enhanced features that fundamentally enhances how closing professionals collaborate on audits, reconciliations, remittances and reporting. Closing professionals can access these enhanced features directly within their unique Qualia platform login. Meanwhile, underwriters have access to the industry's only web-based, digital agency management suite to better coordinate the closing process and provide closing professionals with faster and more personalized underwriting services.

Today, over 10% of the national real estate market is transacted through Qualia, a growth that came in a controlled manner after methodically expanding its platform nationwide, with significant investment in customizing the software for each individual state. The company also spent this time investing heavily in the security and reliability of its platform, earning the American Land Title Association's ALTA Elite Provider status as well as the American Institute of Certified Public Accountants' (AICPA's) Service Organization Control 2 (SOC 2) certification, and third party accreditation as a certified ISO/IEC 27001:2013 provider from the International Standards Organization.

More than half of the top 100 mortgage lenders and real estate brokerages in the country have joined the thousands of settlement agents currently leveraging Qualia to deliver a modern and differentiated real estate closing experience to their clients.

"Qualia is a great example of a modern system of record that dramatically improves workflows, coordinates all key constituents, and has a powerful network effect," said Tyler Sosin, partner at Menlo Ventures. "The Qualia team has a unique perspective on one of the most acute pain points in the real estate industry, the closing process, and are poised to become the industry's default real estate transaction platform."

Funding information

- Series B; Total of \$40m to date
- Investors include: Menlo Ventures, 8VC, Bienville Capital and Barry Sternlicht
- [Crunchbase Profile](#)
- [Series B Announcement](#)

Other clients

- [Case Studies](#)
- [Other Enterprise Clients](#)



Leadership Bios

Nate Baker, Founder and CEO

Nate Baker is the CEO and cofounder of Qualia, the country's leading real estate closing technology platform. Nate oversees strategic vision for the company, executing the mission to provide a remarkable real estate closing experience for everyone involved. Since founding the company in 2015, Nate and his team have raised more than \$40 million in funding and have expanded Qualia's platform and services to all 50 states. On track to become the U.S. real estate industry's default closing platform processing thousands of closings every day, over 10 percent of all real estate transactions nationwide currently close on Qualia.

Nate graduated from the University of Pennsylvania with a Bachelor of Science, Engineering degree in Mechanical Engineering and has received numerous accolades for his talents and contributions. In addition to being named to Inc Magazine's 2018 30 Under 30 Rising Stars list, Nate and his cofounders were recently selected in the 2019 Forbes 30 Under 30 for helping to modernize the real estate closing process using technology.

Lucas Hansen, Founder and CTO

Lucas Hansen is a founder and CTO of Qualia, where he heads up the engineering team and oversees the development of Qualia's platform and products. Lucas co-founded Qualia while he was a senior at Stanford University, interested in the major opportunity presented by the many inefficiencies in the real estate world. A self-proclaimed "proud computer nerd," he studied math and computer science and also expanded his research to population genetics, biometrics, cognitive psychology, machine learning and distributed sensor networks.

Lucas graduated from Stanford University with a Bachelor of Arts degree in Mathematical and Computational Science. In addition to being named to Inc Magazine's 2018 30 Under 30 Rising Stars list, Lucas and his cofounders were recently selected in the 2019 Forbes 30 Under 30 for helping to modernize the real estate closing process using technology.

Joel Gottsegen, Founder and CTO

Joel is a founder and CTO of Qualia, where he leads product development and execution, as well as vendor integrations with title companies and lenders around the country. Joel co-founded Qualia while studying at Stanford University, focusing on artificial intelligence. He plays a critical part of Qualia's progress in making real estate transactions frictionless, translating countless hours studying the pain points of the industry into a product that is changing the way real estate is transacted.

Joel graduated from Stanford University with a Bachelor of Science degree in Computer Science. In addition to being named to HousingWire's 2017 Rising Star's list and Inc Magazine's 2018 30 Under 30 list, Joel and his cofounders were recently selected in the 2019 Forbes 30 Under 30 for helping to modernize the real estate closing process using technology.

Matt Kaufman, VP of Marketing

Matt is the Vice President of Marketing at Qualia, where he brings over 15 years of public and private professional services experience. He leads brand development, field events, PR, demand generation, as well as customer marketing. Matt joined Qualia after practicing law at leading global firm law firm O'Melveny & Myers, LLP and in the Asset Management division at Goldman Sachs. Prior to Qualia, Matt was critical to the growth of LegalTech leader Rocket Lawyer, focusing on empowering legal services providers to make legal services more efficient to deliver in an affordable way.

Matt graduated from the University of Virginia in 2002 with a Bachelor of Arts degree in Psychology and earned his Juris Doctorate from Fordham University School of Law. While practicing law in New York, Matt earned the Empire State Counsel Award for his commitment to pro bono services.

Adam Baratz, VP of Customer Success

Adam is the Vice President of Customer Success at Qualia, overseeing day-to-day operations of Qualia's customer facing team, directly interacting with customers on a regular basis to ensure they receive a rewarding and successful experience. Prior to Qualia, Adam founded Betchyu, a social gaming platform that encouraged self-improvement by allowing users to set, share, track and organize personal goals.

Adam graduated from Cornell University with a Bachelor of Arts in Sociology and earned a Master of Philosophy in Development Studies from the University of Cambridge.