

## Mortgage Exchange Up and Running

There's a new player in the mortgage-exchange space.

**Homelend** launched on Aug. 6 with backing from first-round investors, sources said. The New York operation works exclusively online, matching originators and other sellers of private-label home-loan portfolios with buyers — including those that intend to securitize the accounts.

Users of the service include insurance companies and fund operators, with one source describing Homelend as a virtual conduit for funds that need assistance finding loans to buy. Homelend allows buyers to select tailored portfolios based on specifications including borrower location or loan purpose, with investment-property mortgages among those in the mix.

The firm's launch dovetails with an opening for a capital-markets manager who would work with investors. The recruit also might offer hedging advice. Homelend is focusing on candidates with at least four years of experience.

Homelend's founder and chief executive, **Noam Ben-Ozer**, began working on the project in 2018. He also leads renewable-energy investment firm **Focal Energy**, which he started in 2008, and advisory shop **Focal Advisory**, which he founded in 2003.

Earlier, Ben-Ozer founded **iPhrase Technologies**, a software business that **IBM** purchased in 2005.

Also on the Homelend executive team is **William Page Asbury**, who heads risk management, loan operations and risk management. He most recently was a senior vice president for capital markets at **Mortgage Network**, where he spent 18 years.