



Evolve
Capital Partners

Rocket Companies

August 2020

Summary of Initial Public Offering

ROCKET

**SPECIALIZED INVESTMENT BANKERS AT
THE INTERSECTION OF FINANCE & TECHNOLOGY**

Rocket Companies IPO – Executive Summary

Initial Public Offering Overview – August 2020

ROCKET

NYSE:RKT



Description

- Quicken Loans LLC. is a mortgage lending company, offering house mortgages, refinancing and loans. Its flagship business, Rocket Mortgage, is the largest retail mortgage originator in the U.S.
- Its parent company Rocket Companies include title company Amrock, home search platform Rocket Homes, and personal loans provider Rocket Loans.



Use of Proceeds

- The proceeds will be used to acquire a number of Holdings Units and corresponding shares of Class D common stock from Rock Holdings, the parent company of Quicken Loans. The company does not intend to use any proceeds from this offering to acquire any Holdings Units and shares of Class D common stock from Chairman Dan Gilbert.

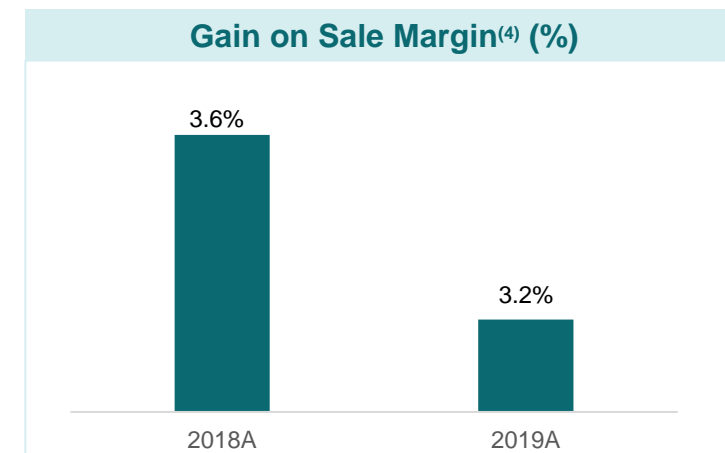
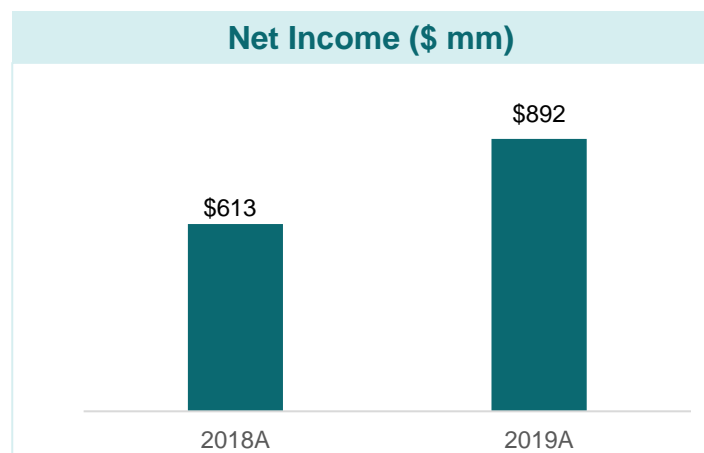
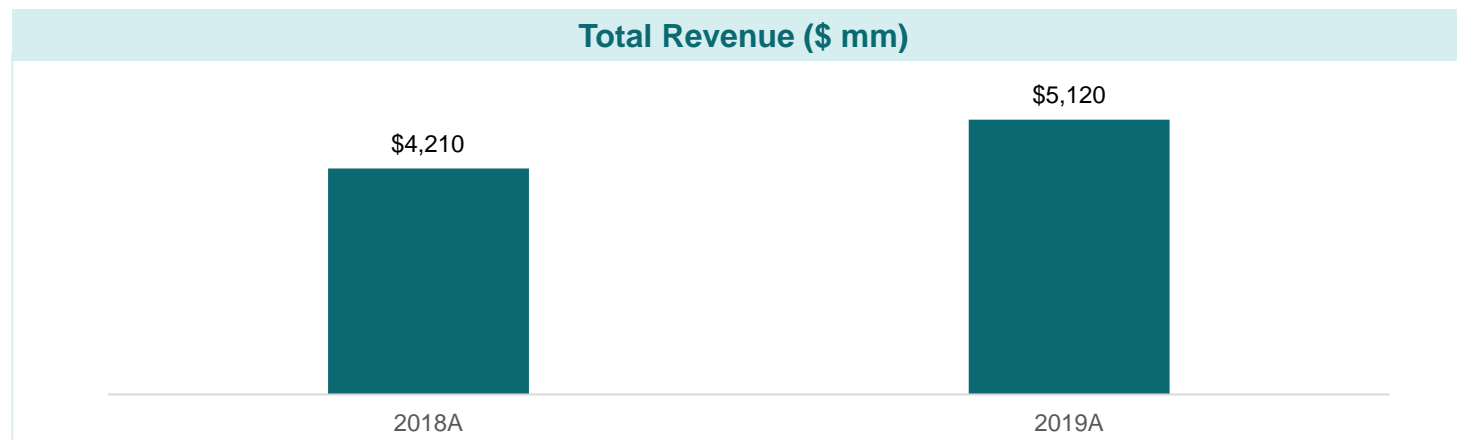
	Headquarters	Detroit, MI
	Founded	1985
	Employees	19,000
	Trading Date	8/6/2020
	Underwriters	Goldman Sachs, Morgan Stanley, Credit Suisse, JP Morgan, RBC Capital Markets, Siebert Williams Shank
	Issue Price	\$18.00
	Shares Offered	~100 million
	Gross Proceeds	\$1.8 billion

Source(s): Rocket Companies 424b4 Filing.

Rocket Companies IPO – Executive Summary

Key Metrics

Shares Offered through the IPO	100 million
Issue Price	\$18.00
Total Shares Outstanding after the IPO	172 million
Market Value at Listing Price ⁽¹⁾	\$30.1B
Enterprise Value at Listing Price ⁽²⁾	\$42.6B
EV / Revenue ⁽³⁾	8.4x
Trading Date	8/6/2020
Listing Price	\$18.00
Listing Premium	\$0



Source(s): Capital IQ, Pitchbook, Media Reports, Rocket Companies 424b4 Filing.

⁽¹⁾ Market Value has been calculated as Listing Price x Total Shares Outstanding after the IPO.

⁽²⁾ Enterprise Value = calculated Market Value at Listing Price + preferred equity + debt - cash as of March 31, 2020.

⁽³⁾ EV / Revenue calculated based on enterprise value of securities on listing date.

⁽⁴⁾ Based on Quicken Loans' Rocket Mortgage loans.

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Company Overview

Overview

- Quicken Loans is a company that provides simple, fast, and trusted digital solutions for complex mortgage transactions.
- The company is the largest retail mortgage originator in the US, using a proprietary loan origination platform to originate, underwrite and close loans in all 50 states via the internet.
- Most of the company's revenues come from mortgage origination fees and the sale of mortgages into the secondary market.
- The company's mortgages get sold to investors within days, limiting credit exposure of the company.
- The company will continue to address the digital needs of consumers, particularly the Millennial generation. Homeownership rates for this generation is expected to increase in the future, as they continue to build wealth.
- As part of the Rocket Companies ecosystem, the company can deliver better solutions through technology and scale.

Key Statistics



The company's flagship business Rocket Mortgage has provided more than \$1 trillion in home loans since inception.



Rocket Mortgage's market share has grown from 1.3% in 2009 to 9.2% in Q1 2020, with a CAGR of 19%.



The company closed 6.7 loans per month per productive team member, compared to the industry average of 2.3 loans.



The company's refinancing retention rate is 76%, compared to industry average of 22%. Total client retention for 2020 is about 75% (year to date average).



#1 in Mortgage Origination by J.D. Power for the past 10 years.



The senior leadership team has been with the company for an average of 24 years.

Source(s): Rocket Companies 424b4 Filing.

Rocket Companies IPO – Executive Summary

Management Team

Key Executives

Biography



Daniel Gilbert

*Founder,
Chairman of the Board of Directors*

- Founder Daniel Gilbert has served as the Chairman of the Board of Directors of Quicken Loans since 1985.
- From 1985 to 2002, Dan served as the CEO of the company.
- Dan holds a bachelor's degree from Michigan State University and a law degree from Wayne State University.



Jay Farner

CEO & Director

- Jay Farner has served as CEO of Quicken Loans since 2017, rising through the ranks since he joined the company in 1996.
- Prior to serving as CEO, he was President and Chief Marketing Officer at the company.
- Jay holds a bachelor's degree in finance at Michigan State University.



Robert Walters



President & COO

- Robert Walters has served as President and Chief Operating Officer of Quicken Loans since 2017.
- Prior to his current roles, Bob served as Chief Economist and Executive Vice President at the company.
- Bob holds a Master of Business Administration from the University of Michigan and a bachelor's degree in finance from Oakland University.

Source(s): Rocket Companies 424b4 Filing, Company website.

Rocket Companies IPO – Executive Summary

Transaction History

Date	Transaction Type	Amount (\$mm)	Post-Money Valuation (\$mm)	Key Investors
8/1/2002	Buyout	\$64	\$64 ⁽¹⁾	 Dan Gilbert, Chairman of Quicken Loans
12/1/1999	M&A	\$532	\$532	

Source(s): Capital IQ, Pitchbook, Rocket Companies 424b4 Filing.

⁽¹⁾ Intuit sold the mortgage arm of Quicken after acquiring the company in 1999 (which became Quicken Loans), but retained other parts of Quicken, such as the personal finance management solution business.

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