



# Meet Fundry, Yellowstone Capital's New Parent Company

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*Yellowstone Capital and Green Capital have become subsidiaries of Fundry as part of a rebrand*

NEW YORK, NY, USA, October 1, 2015 /EINPresswire.com/ -- Yellowstone Capital, one of the largest technology-enabled small business financing companies in the U.S., announced a corporate restructuring and rebrand today, forming an umbrella company called Fundry. Sister-company Green Capital will also be a subsidiary alongside Yellowstone.

The move is part of a detailed strategy to position the company for continued growth.

Green Capital will continue to be the conglomerate's direct-to-merchant arm and Yellowstone will remain the originator of third party relationships, a group that includes small business funding ISOs and strategic partnerships.

Yellowstone Capital is currently experiencing its highest grossing year in company history. In June, they disclosed that they had surpassed \$1 billion in lifetime deal originations.

Isaac Stern and Jeff Reece are Fundry's CEO and President respectively.

"We have a solid foundation and a very successful business model," said Stern. "But to maintain a position of leadership in this industry, we need to grow and we are evolving."

The rebrand follows a management buyout led by Stern backed by a private family office that made Stern the only remaining company co-founder to retain an equity stake.

"2015 is our biggest year yet, but we really see it as a year of block and tackle work to set up for what needs to be done in 2016 and beyond," Reece said. "Yellowstone's success will simply become the baseline for what Fundry is about to do."

## About Fundry

Fundry is the parent company of Yellowstone Capital and Green Capital. Both companies provide working capital to small businesses throughout the U.S. using technology to make faster decisions but retaining the human element to ensure thorough underwriting. Since 2009, Yellowstone Capital has originated more than \$1 billion in total financing to small businesses. For more information, please visit:

Fundry: <http://www.fundrycapital.com>

Green Capital: <http://www.greencapitalcredit.com>

Yellowstone Capital: <http://www.yellowstonecap.com>

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