

**OBR SR-5**

## Has Pertuity Direct Cracked the Code in P2P Lending?

*Under the watchful eye of skeptical regulators, the latest social lender launches into a very uncertain market*

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**Abstract:** In this special report, we look at the newest entrant in the so-called peer-to-peer lending market. Pittsburgh, PA-based Pertuity Direct has created a unique model that ties together three distinct financial offerings:

- Consumer installment loans under \$25,000
- Retail mutual fund for gathering “deposits”
- Social lending/giveback community

The report outlines the large number of challenges to the new model, along with some interesting opportunities for the startup as well as financial institutions looking at entering the social lending arena.

**Companies Mentioned:** Fulcrum Advisory Services, Gemini Fund Services LLC, Lending Club, Loanio, Pertuity Direct, Prosper, The National Retail Fund

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