

CLEVELAND – April 10, 2018

PNC ERIEVIEW CAPITAL INVESTS IN TOP OF MIND



Software and Technology
Enabled Services

Sponsored by

PRIMUS

Subordinated Debt &
Equity Co-investment

Growth Financing

PNC Erievew Capital recently participated in a major growth investment in Top of Mind Networks, LLC (“Top of Mind” or the “Company”) alongside Primus Capital and management. PNC Erievew Capital provided subordinated debt and an equity co-investment in the transaction.

About Top of Mind

Based in Atlanta, Top of Mind and its Surefire CRM were created with the vision to provide customized, turn-key CRM solutions to the mortgage industry. Surefire has grown into a one-stop shop for mortgage professionals to handle all of their customer relationship management needs.

About PNC Erievew Capital

PNC Erievew Capital is a Cleveland, Ohio-based investment firm that is currently investing out of a \$600 million commitment and managing existing subordinated debt and minority equity investments in approximately 40 platform companies. With a history dating back to 1979, PNC Erievew Capital has completed 232 platform investments, including 202 with middle market private equity sponsors.

PNC Erievew Capital seeks to invest between \$5 million and \$40 million of subordinated debt and/or equity co-investment per transaction to finance leveraged buyouts, recapitalizations, and growth opportunities in a wide range of industries.