



NEWS RELEASE

Offerpad Appoints Rich Ford as Chief Strategy Officer & President of Cash Offer Marketplace

2026-01-28

Appointment supports asset-light growth, enhanced liquidity, and improved capital efficiency

PHOENIX, Ariz.--(BUSINESS WIRE)-- **Offerpad Solutions Inc. (NYSE: OPAD)**, a leading real estate solutions platform, today announced that Rich Ford has joined the company as Chief Strategy Officer & President of Cash Offer Marketplace, where he will help guide Offerpad's long-term strategy and lead the continued evolution of its marketplace-driven transaction ecosystem.

Rich Ford, Offerpad Chief Strategy Officer & President of Cash Offer Marketplace

Offerpad's Cash Offer

Marketplace is a strategic

extension of the company's core Cash Offer, designed to expand buyer demand beyond Offerpad's balance sheet while preserving speed, certainty, and pricing discipline for sellers. By connecting homes to a diversified network of professional buyers, the platform supports scalable growth while enabling a more capital-efficient, asset-light operating model.

Ford brings more than 25 years of experience across residential real estate, capital markets, and technology and is widely recognized as an early pioneer in the single-family rental (SFR) sector. Most recently, he was a co-founder and senior executive at Roofstock, where he helped scale one of the industry's leading SFR marketplaces.

Throughout his career, Ford has worked on large-scale housing marketplace platforms and supported portfolio transactions totaling more than 20,000 homes. Prior to Roofstock, he developed extensive experience in real estate capital markets and large-scale housing transactions through roles at Jefferies, Bank of America, Lehman Brothers, and Morgan Stanley.



“Our Cash Offer Marketplace expands access to demand without increasing balance-sheet intensity,” said Brian Bair, Founder and CEO of Offerpad. “Rich’s experience will help sharpen our strategy and strengthen outcomes for sellers and shareholders.”

At Offerpad, Ford will focus on strategy development, marketplace expansion, and transaction optimization, including scaling asset-light pathways across cash offers, listings, and portfolio transactions, while improving liquidity, execution efficiency, and returns on capital.

“Offerpad is differentiated because it is not built around a single buyer or a single transaction path,” said Ford. “Our marketplace gives homeowners multiple ways to sell through one integrated platform, allowing us to deliver speed and certainty while optimizing pricing and capital efficiency.”

About Offerpad

Offerpad, dedicated to simplifying the process of buying and selling homes, is a publicly traded company committed to providing comprehensive solutions that remove the friction from real estate. Our advanced real estate platform offers a range of services, from consumer cash offers to B2B renovation solutions and industry partnership programs, all tailored to meet the unique needs of our clients. Since 2015, we’ve leveraged local expertise in residential real estate alongside proprietary technology to guide homeowners at every step.

Forward-Looking Statements

This release contains "forward-looking statements" made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are typically preceded by words such as "believes," "expects," "anticipates," "intends," "will," "may," "should," or similar expressions. These forward-looking statements reflect management's current knowledge, assumptions, judgment and expectations regarding future performance or events. Although management believes that the expectations reflected in such statements are reasonable, they give no assurance that such expectations will prove to be correct or that those goals will be achieved, and you should be aware that actual results could differ materially from those contained in the forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, including, but not limited to, risks associated with market conditions, the Company's ability to execute on its strategic initiatives, competition, and general economic conditions affecting the residential real estate industry. For a further description of the risks and uncertainties that could cause actual results to differ from those expressed in these forward-looking statements, as well as risks relating to the Company's business in general, please refer to the Company's Annual Report on Form 10-K for the year ended December 31, 2024, the Company's Quarterly Reports on Form 10-Q for the quarters ended March 31, 2025, June 30, 2025 and September 30, 2025, and the Company's other reports filed with the SEC.

All forward-looking statements are expressly qualified in their entirety by this cautionary notice. You are cautioned not to place undue reliance on any forward-looking statements, which speak only as of the date of this release. The Company has no obligation, and expressly disclaims any obligation, to update, revise or correct any of the forward-looking statements, whether as a result of new information, future events or otherwise.

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Source: Offerpad