



# CAMBRIDGE

Realty Capital Companies

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## CAMBRIDGE CHAIRMAN SAYS ALIGNMENT OF INTERESTS IS KEY TO ESTABLISHING SUCCESSFUL RELATIONSHIP WITH INVESTORS

Symmetry may not be among the things senior housing/healthcare owners are overly concerned about as they prepare to negotiate a sale, sale/leaseback or joint-venture arrangement with a potential investor, but perhaps it should be.

“Unless a mutually beneficial alignment of interests can be established between the owner/operator and investor, the outlook for a successful outcome is not very promising,” Cambridge Realty Capital Companies Chairman Jeffrey A. Davis believes.

He points out that Cambridge has emerged as one of the nation’s leading senior housing/healthcare lenders and has been ranked among the top HUD 232 lenders for more than a decade. Through Cambridge Investment & Finance Co., its acquisition arm, the company has continued to explore investment opportunities in the senior housing/healthcare market.

According to Davis, Cambridge principals have a long history of involvement in the acquisition, development and ownership of commercial real estate properties dating back to the late 1970s, including joint ventures in the senior housing/healthcare industry since the 1990s. Initial transactions in the senior housing/healthcare industry have primarily targeted underperforming properties with turnaround potential, but no restrictions apply.

“Our staff has experience in all areas of finance and investment, and understands the needs and requirements of owners and operators. A tagline published on the Cambridge website and elsewhere makes the point that Cambridge is the first and last call an operator needs to make to find needed capital. We do everything in our power to deliver on this claim, and are strongly motivated to help our clients avoid unwanted problems.

“When interests are aligned, owners are able to focus on ownership issues involving patient needs, staff requirements, regulations and management of the physical plant. Cambridge is tasked with the responsibility of finding the most effective way to fund these activities,” he said.

Davis notes that an alignment of interests implies reciprocity. What helps the owner/operator be successful should help Cambridge be successful as well --and vice versa. To be avoided are out-of-balance transactions that reward one party over the other.

"We feel so strongly about this that Cambridge has never become involved in an investment transaction where a strong alignment with the owner or operator has not been an important part of the dynamic," he said.

"Owners and operators, brokers, lawyers and other healthcare professionals should not hesitate to seek our advice on any type of transaction they're considering," he added.

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans, conventional financing, and investments and acquisitions. The company is one of the nation's leading senior housing and healthcare debt and equity capital providers, with more than 300 closed transactions totaling more than \$2.75 billion since the mid-1990s.

Cambridge has consistently ranked among the country's top FHA-insured HUD lenders and offers a wide array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's debt / equity financing strategy includes direct property acquisitions and joint ventures, sale/leasebacks, conventional and mezzanine debt financing, and the acquisition of distressed debt.

Cambridge is the creator of *The Signature Experience™*, a four-step process designed to transform the traditional lender / borrower relationship and identify "ideal" capital solutions for worthy projects. The company also has created four separate processes for customer groups that are designed to build and enhance long-term relationship potential and speed the way loans are processed and closed. Programs include *The Key To Capital™* for senior housing owners, *The Navigator Experience™* for senior housing brokers and mortgage bankers, *The Principal Lender Network™* for lenders who refer loans to Cambridge, and *The Relationship Building Experience™* for various industry-related consultants, including lawyers and accountants.

The company has a regional office in New York, an affiliate office in Los Angeles, and correspondent relationships nationwide. The firm also has established key origination relationships and a dozen or more Internet-based strategies.

Cambridge's award-winning Web site, [www.cambridgecap.com](http://www.cambridgecap.com), provides monthly rate updates for its debt and equity capital programs. The company also publishes the bi-monthly e-Pulse! ® electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients. For additional information, contact Cambridge at (312) 357-1601 or via e-mail to [info@cambridgecap.com](mailto:info@cambridgecap.com).

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