



# CAMBRIDGE

Realty Capital Companies

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FOR IMMEDIATE RELEASE

2/25/2009

CRC - 1528

## CAMBRIDGE REALTY CAPITAL DESCRIBES 8-STEP PROGRAM TO HELP CONSULTANTS TAP SENIOR HOUSING/HEALTHCARE OPPORTUNITIES

Credit freeze or no, an eight-step process designed to involve consultants more directly in funding senior housing/healthcare projects deserves a second glance, Cambridge Realty Capital Companies Chairman Jeffrey A. Davis believes.

Chicago-based Cambridge is one of the nation's leading senior housing/healthcare lenders, with more than 300 closed transactions totaling more than \$2.75 billion since the mid-1990s. Davis says the company's *Relationship Building Experience*<sup>™</sup> program targets consultants such as attorneys or accountants who serve industry clients.

"The idea is to give those who may be able to influence funding decisions an opportunity to partner with Cambridge in developing new business opportunities," he said.

Davis says the program stresses a systematic way to sequentially gather, evaluate and process information. Also stressed are ways to reinforce decisions made as the process unfolds.

Each stage of the program has been given an easily identifiable name so that parties know precisely where they are at in the process at any given time.

In the initial stage, which Cambridge calls *The Deal Profile*<sup>™</sup>, the consultant brings the deal to Cambridge and gets a speedy evaluation of the project from the lender. The next step, *The Signature Advantage*<sup>™</sup>, involves a presentation by Cambridge in which the company describes its capabilities and provides deal-specific examples of how other clients in similar situations have been helped in the past.

By the third stage, *The Information Exchange*<sup>™</sup>, the parties have established enough mutual interest to move on and share more information about each other and the transaction. During this stage the parties develop confidence and ascertain that a compatible working relationship is a realistic possibility.

Cambridge calls the next step in the process *The Consultant's Advantage*<sup>™</sup>. The consultant decides to work with Cambridge and takes the risk of introducing the lender to his or her client. If all goes well, the consultant fully endorses Cambridge in *The Seal of Approval*<sup>™</sup> stage.

There's more to be done. In *The Relationship Transfer*<sup>™</sup>, a new relationship between Cambridge and the client is initiated. The client becomes convinced that the arrangement is both viable and desirable in the next stage, *The Strategic Reaffirmation*<sup>™</sup> stage.

There's one final step. In *The Signature Transfer*<sup>™</sup> stage, the parties embark on still another process that analyzes and evaluates available funding options and leads to specific recommendations.

"These steps may seem obvious or even simplistic, but strategic awareness of timing and when important shifts occur in the relationship-building process can greatly impact how well things turn out for all parties concerned. Efficiencies result -- and disappointment is avoided -- when events unfold sequentially in a logical progression that anticipates potential obstacles and builds confidence every step of the way.

"Relationships tend to come unhinged when parties look for short-cuts," Davis believes.

More information on the program can be obtained by calling Cambridge at (312) 357-1601. Or contact the company via e-mail at [info@cambridgecap.com](mailto:info@cambridgecap.com).

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, and sale/leasebacks.

Cambridge is the creator of *The Signature Experience*<sup>™</sup>, 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*<sup>™</sup> for senior housing owners, *The Navigator Experience*<sup>™</sup> for senior housing brokers and mortgage bankers, *The Principal Lender Network*<sup>™</sup> for lenders who refer loans to Cambridge, and *The Relationship Building Experience*<sup>™</sup> for various industry-related consultants, including lawyers and accountants.

The company has an affiliate office in Los Angeles, and correspondent relationships nationwide. The firm also has established key origination relationships and many Internet-based strategies.

Cambridge's award-winning Web site, [www.cambridgecap.com](http://www.cambridgecap.com), provides monthly 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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