



CAMBRIDGE

Realty Capital Companies

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CAMBRIDGE UNVEILS NEW LOOK FOR CORPORATE WEBSITE

The Cambridge Realty Capital Companies website has a new look!

Chairman Jeffrey A. Davis says the new site, designed by Orbit Media Studios of Chicago, features graphically-appealing visuals in a streamlined, user-friendly format. "Our goal in making the change was to create an uncluttered site that included an ample amount of touch points for interaction. From the website's home page, visitors can swiftly locate product information, read the latest issues of the company's e-PULSE! electronic newsletter, peruse our latest news releases and features, and swiftly submit an online loan application.

"New is a Resource Center where visitors will find the company's popular Glossary of Terms directory, information request forms and checklists, and executive summaries, plus frequently asked questions about financing and HUD's new Lean program," he noted.

Mr. Davis said additional improvements are in the works that will allow for social networking, webinars and video presentations. To view the new Cambridge website [click here!](#) Make sure to bookmark or favorite our site for all of your senior housing and healthcare financing needs!

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 conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's growing debt / equity financing strategy includes direct property acquisitions, joint ventures, distressed debt acquisitions and sale/leasebacks.

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

Cambridge's award-winning Web site, www.cambridgecap.com, provides current 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.

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