



# CAMBRIDGE

Realty Capital Companies

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## NEW BLOG *PULSEPOINTS* SET TO RAMP UP CAMBRIDGE REALTY CAPITAL'S SOCIAL NETWORKING PERSONA

Cambridge Realty Capital is ramping up its social networking presence with the introduction of *PulsePoints*, a new corporate blog that will feature news and views on the senior housing and finance industries. The blog, which will be located on the company's website, will encourage readers to participate in a timely exchange of information and ideas.

Cambridge plans a president's column, plus corporate and industry news updates. Their intention is to end each post with a question that engages readers and invite comments. You can view the blog at [www.cambridgecap.com/blog](http://www.cambridgecap.com/blog).

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 has a national origination office in Los Angeles, and numerous correspondent and brokerage relationships nationwide.

Cambridge publishes the bi-monthly e-PULSE!(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients. Additional information is available on the Cambridge website, [www.cambridgecap.com](http://www.cambridgecap.com), and Cambridge can be reached at (312) 357-1601 or via e-mail to [info@cambridgecap.com](mailto:info@cambridgecap.com).

The firm also has embraced social media and networking via Twitter at <http://twitter.com/cambridgecap>, via Facebook at <http://www.facebook.com/cambridgecap>, and via LinkedIn at <http://www.linkedin.com/companies/454232>, where information on the firm and its employees can be found.

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