



CAMBRIDGE

Senior Housing & Healthcare Capital

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PRESS RELEASE

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CAMBRIDGE MARKETING COMMUNICATIONS MAKEOVER ALMOST COMPLETE

One of the nation's leading senior housing/healthcare lenders has announced details for a new corporate identity program that involves the redesign, thrust and focus of the company's corporate website and other marketing communication tools.

Cambridge Realty Capital Companies Chairman Jeffrey A. Davis says the Chicago-based funding specialist is redesigning its corporate website to better anticipate and accommodate the growing array of devices clients use to access online data today. Information posted on the website will be more logically organized to speed information retrieval.

As part of the company's re-branding, Mr. Davis says Cambridge has renamed its semi-monthly customer-oriented email newsletter *Cambridge Capital Wisdom*. The newsletter posts news features and reports dealing with company developments and industry trends.

A companion publication, *Capital Wisdom Extra!*, also is distributed to company clients and business associates on a bimonthly basis as a short, single-issue report or testimonial. Also, Cambridge loan officers now are sending monthly informational emails directly to clients in an initiative known as *Capital Wisdom Monthly Currency*.

"The idea is to maximize every opportunity we find to improve the dialogue with clients in order to enhance our effectiveness," Mr. Davis said.

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 400 closed senior housing transactions totaling more than \$4.5 billion since the early 1990's, when the firm began its specialization in providing senior housing capital.

Cambridge has consistently ranked among the country's top five FHA-insured HUD lenders (now HUD Lean) over the last 15 years and offers an array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's principal investment strategy includes direct property acquisitions, joint ventures and sale/leasebacks. The company has acquired 16 facilities totaling approximately \$60 million.

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

Cambridge publishes the bi-monthly Capital Wisdom(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients as well as monthly updates of other relevant news and breaking trends. Additional information is available on the Cambridge website, www.cambridgecap.com, and Cambridge can be reached at (312) 357-1601 or via e-mail to 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>, via blog at www.cambridgecap.com/blog 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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