



CAMBRIDGE

Senior Housing & Healthcare Capital

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PRESS RELEASE

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INFORMED CLIENTS ARE HAPPY CLIENTS, CAMBRIDGE CHAIRMAN BELIEVES

Cambridge Realty Capital Companies Chairman Jeffrey A. Davis has a theory regarding the best way to stay in a client's good graces.

"Being responsive is an important concept. Also, making certain your clients are well informed can make a huge difference in the way things turn out," he advises.

As one of the nation's leading senior housing/healthcare lenders, Cambridge has closed more than \$5 billion in senior care loans and has consistently ranked among the nation's leading FHA-approved HUD 232 lenders. Mr. Davis says the company relies on a highly focused team approach to eliminate unwanted red tape and effectively work around any obstacles that might snarl production.

"Our staff has many years of experience in the business. We don't work harder, we work smarter to outperform much larger financial institutions that lack our focus and commitment," he said. Here's what a few of the company's satisfied clients have had to say on the subject:

Arnie Goldberg, Owner and Executive Director, The Wealshire, Lincolnshire, IL: "The Cambridge staff is highly educated and exceptionally responsive. And they know how to analyze and screen loans properly. They are intimately familiar with the numbers for every deal and remain very connected with the loan as it moves through the funding process. The firm truly understands the lending process from the perspective of everyone involved in the transaction, and is always looking for ways to enhance partnership possibilities. "

Mike Collins, President and Founder of Senior Care Realty, Sun Prairie, WI: "Cambridge has a long and distinguished track record working with senior housing/healthcare clients. The company's expertise and experience is immediately apparent, and the staff thoroughly understands how the lending and investment process work. The company is not about wasting anyone's time and reviews pertinent documents and information as quickly as anyone out there."

Peter Licari, Retired Nursing Home Operator, Drescher, PA: "I can't imagine that any company understands the complex HUD funding process better than Cambridge. Applying for HUD financing for the first time can be intimidating. Fortunately for us, we found an exceptionally knowledgeable lender who could calmly talk us through the steps and help us arrive at an informed decision without ever feeling pressured."

Richard Blaylock, Owner, Blaylock Properties, Dallas, TX: “Cambridge is very hands-on and they work with the client. Our paperwork is always prepared on time and they have a very professional attitude. It’s always a pleasure to work with Cambridge. I would definitely recommend them to others.”

Richard Rogers, Owner/Operator, Turtle Creek Management Co., Indianapolis, IN:
“Cambridge’s knowledge of the lending industry is unsurpassed. Chairman Jeff Davis is a passionate advocate for his clients. The response to questions is always timely and professional. They have a quick turnaround time with realistic goals. The staff is very committed and knowledgeable, and they possess a can-do attitude; it has been an excellent experience.”

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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