



CAMBRIDGE

Realty Capital Companies

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CAMBRIDGE INTRODUCES NEW ePulseLive VIDEO SERIES

A new ePulseLive video series will augment Cambridge Realty Capital Companies' ongoing efforts to keep its client base and corporate friends informed Chairman Jeffrey A. Davis reports.

Mr. Davis says the initiative is part of the company's continuing efforts to better communicate with important target publics in the senior housing/healthcare community. "Each month, the video series will include a 2- 2.5 minute interview with the Chairman that focuses on company programs, industry trends and Cambridge's corporate commitment to the community. A second feature, 'It's a Done Deal,' will highlight specific deals and the unique elements Cambridge brings to each transaction," he said.

The videos can be accessed from a link on the ePulse electronic newsletter the company distributes by email. Or it can be accessed from the company's www.cambridgecap.com website or YouTube channel - [ePulseLive](#).

Davis says the initial video will introduce the series, historically position Cambridge in the industry and provide the Chairman's expectation for the industry in the year ahead. "It's a Done Deal" will highlight a nursing home transaction that enabled an Indiana management company to move from lessee to a fee simple ownership positions without seeing real estate costs rise.

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 nursing home, [assisted living](#) and healthcare debt and equity capital providers, with more than 400 closed 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 and joint ventures, sale/leasebacks, conventional and mezzanine debt financing, and the acquisition of distressed debt.

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 e-PULSE!(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, via YouTube at <http://www.youtube.com/user/ePulseLive>, 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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