



# CAMBRIDGE

Realty Capital Companies

125 SOUTH WACKER DRIVE | SUITE 1800 | CHICAGO, IL 60606 | M 312-357-1601 | F 312-357-1611  
WWW.CAMBRIDGECAP.COM

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## LONG-TERM CARE INDUSTRY IS POISED FOR ADDITIONAL GROWTH IN 2013, CAMBRIDGE BLOGGER REPORTS

The long-term care industry is poised for additional growth in 2013, a PulsePoints blog posted on the Cambridge Realty Capital Companies website reports.

According to Cambridge Senior Vice President Brent Holman-Gomez, this growth will follow the significant increase in mergers and acquisition activity, refinancing and new product development that occurred in 2012,

“The large transactions in 2012, like the \$845 million acquisition of Sun Healthcare by Genesis Healthcare, portend an increase in activity for 2013. But a number of drivers are involved,” the Cambridge executive believes.

For example, the demand for senior housing is increasing as a result of favorable demographic trends, like the increasing number of baby boomer retirees. About 10,000 baby boomers a day turn 65 - a trend that’s expected to continue for another 17 years.

Holman-Gomez says the recession caused many in the long-term care industry to forgo such expenditures, leading to pent-up demand that is beginning to release now that the economy is showing signs of life.

As the availability of capital began increasing in 2012, some developers chose to rebuild obsolete buildings that were originally developed in the 1950s and 1960s. In some cases, older facilities with standard three- and four-bedroom units are being converted to feature more private and semi-private rooms.

While capital is expected to become more accessible, more stringent requirements to obtain it persist. Banks and other financial institutions typically prefer developers with successful track records and solid credit histories.

In the current market, an experienced lender becomes all the more important when the borrower hits the inevitable bump-in-the-road, he 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 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*<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, as well as monthly updates of other relevant news and breaking trends. 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>, via blog at [www.cambridgecap.com/blog](http://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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Contact:

Evan Washington

Phone: (312) 521-7604

Fax: (312) 357-1611

E-Mail: [ew@cambridgecap.com](mailto:ew@cambridgecap.com)