



CAMBRIDGE

Realty Capital Companies

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

PRESS RELEASE

8/12/13

CAMBRIDGE CHAIRMAN CRIES FOUL; RESPONDS TO CRITICAL NEW YORK TIMES ARTICLE ON ASSISTED LIVING INDUSTRY

A critical *New York Times* op-ed article on the assisted living industry reads more like a movie review than qualified journalism, a rejoinder posted on the Cambridge Realty Capital Companies website maintains.

The *Times* article, entitled *The Dark View of Assisted Living*, "takes a one-sided view of an industry that provides an invaluable service to one of the fastest growing segments of the American population," Cambridge Chairman Jeffrey A. Davis claims.

Cambridge is one of the nation's leading senior housing/healthcare lenders. The company's response to the *Times* article is posted as a PulsePoints blog on the www.cambridgecap.com website.

According to Davis, there are "a multitude of benefits" assisted living facilities provide.

"For one thing, assisted living properties provide a residential living option that many seniors find preferable to the more institutional setting of a nursing home. There's concern that the call for stricter regulation of assisted living facilities might effectively compromise their residential nature, subjecting residents to a more institutional atmosphere they didn't agree to nor seek out," he said.

"There are unfortunate stories everywhere, but it's unfair to portray an essential and indispensable industry as selfishly caring only about profits,

"Such irresponsible branding seriously undermines the industry and does nothing for seniors in need of quality care," he added.

All things considered, Davis believes assisted living properties around the country offer a bargain for seniors. In addition to shelter, residents get meals and healthcare for about what some economy hotels might charge for shelter alone.

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..

###

Contact:

Evan Washington

Phone: (312) 521-7604

Fax: (312) 357-1611

E-Mail: ew@cambridgecap.com