



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

6/5/14

"A Sales Pitch Versus the Real Picture" - From Cambridge Realty Capital's YouTube Channel, "ePulseLive"

The seniors housing market today is not the same as it was a decade ago. In fact, says Hymie Barber, National Originations Manager and Managing Director of Catalyst/Cambridge Healthcare Finance, it's "an incredibly cyclical business," one that requires a great deal of flexibility on the part of both the capital provider and the borrower, whether it's a developer of a new facility or a seasoned facility operator.

The changing market demands expert navigation by professionals who have an intimate pulse on the industry. This insightful interview with Hymie Barber and company founder Jeffery A. Davis explores the number one issue facing Cambridge clients today, and how Cambridge is committed to the realistic, bigger picture of seniors housing financing. What clients won't get, says Davis, is a sales pitch. "What people value is not always hearing what they want to hear, but hearing what really can get done. When we say we can do something, we're not just saying it, but we can really do it."

This timely video is just one of many that Cambridge has created in order to provide the senior housing and healthcare industry with the latest information on today's finance concerns. You can view this [video](http://youtu.be/5Rc6gkSXhNE) (<http://youtu.be/5Rc6gkSXhNE>), along with others, on Cambridge's YouTube channel, [ePulseLive](http://www.cambridgeline.com), or on the corporate website, www.cambridgeline.com.

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*(TM), 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](tel:3123571601) 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: [\(312\) 521-7610](tel:3125217610)

Fax: (312) 357-1611

E-Mail: ew@cambridgecap.com