



# CAMBRIDGE

## Realty Capital Companies

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### PRESS RELEASE

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#### CAMBRIDGE WEBINARS RAISE AWARENESS OF DIFFERENT WAYS THE COMPANY'S MULTIFACETED PROGRAMS HELP INDUSTRY CLIENTS

Cambridge Realty Capital Companies says a series of specifically targeted webinars are reintroducing the company "as a business that is as multifaceted as it's possible to be in the senior housing/healthcare industry today."

Cambridge Business Development Manager Brian Riordan says a series of webinars are targeting owners, operators, bankers and brokers with time-respecting half-hour presentations that are designed "to share information swiftly and economically so participants can move on with their day."

Riordan says the first webinars in the series have focused on raising awareness of the different ways Cambridge works with industry clients. Separate presentations have targeted owners and operators of assisted living and skilled nursing home facilities, while others are planned for brokers and bankers.

The final webinar in the introductory series was held on March 27 at 10:30 a.m. Central Standard Time (CST) for brokers and bankers. Subsequent webinars will delve more deeply into topics and issues of special interest to targeted groups.

Riordan says Cambridge will send an e-mail invitation to individuals in each of the targeted categories letting them know the time, topic and how to join future webinar events. Those interested in learning more can sign up to receive e-mail alerts on future programs at [info@cambridgecap.com](mailto:info@cambridgecap.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](http://www.cambridgecap.com), and Cambridge can be reached at [\(312\) 357-1601](tel:3123571601) 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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