



CAMBRIDGE

Realty Capital Companies

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PRESS RELEASE

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FOR THE BEST RESULTS, CAMBRIDGE REALTY CAPITAL CHAIRMAN SAYS RELATIONSHIP-BUILDING PROCESS DEMANDS AN ORDERLY, SYSTEMATIC APPROACH

Mortgage lenders and bankers looking to build a productive and rewarding relationship with a competent senior housing/healthcare funding specialist may be well advised to follow a systematic approach, one expert believes.

Cambridge Realty Capital Companies Chairman Jeffrey A. Davis says the management team at his company has identified eight pivotal steps in the relationship-building process. Ideally, for the best results, these steps should occur in an orderly sequence, he says.

Mortgage lenders and bankers are not without options, he points out.

"It's possible to work with a large, multi-faceted lender that aspires to be all things to all people. Or, at the other end of the spectrum, with a smaller entrepreneurial firm that is totally focused on senior housing/healthcare transactions.

"These firms have their own corporate history, business model, and lending programs. And they have their own unique way of doing things," he says.

To find a comfortable fit, the Cambridge chairman believes it's important to start well and systematically build confidence and trust as the relationship progresses through a series of predictable stages.

"Things tend to come unhinged when parties look for short-cuts that put the cart before the horse," he noted.

In the first stage identified by Cambridge, the broker or consultant initiates contact and seeks to determine the lender's interest. A preliminary description of the proposed deal is provided and, if interest is established, the parties move to the next stage.

In the second stage, enough information will be exchanged to enable the respective parties to determine if there's a reason to continue. If all goes well during this preliminary flirtation, the parties move on to the third stage, at which point the lender will request more detailed information.

By this time the parties should be getting comfortable with the idea that a compatible working relationship is a realistic possibility, Davis says. It is during this fourth stage that requested information is processed and specific funding options are recommended based on an evaluation of the client's presumed needs.

Stage five is a critical step, Davis says. The senior care funding specialist is introduced to the client and the broker effectively becomes an advocate for the recommendations made.

Also at this stage, the mortgage broker or banker may be given the opportunity to become an originator or partner in the transaction, he noted.

In stage six, a loan summary or terms sheet is presented to the client for approval. In the seventh stage, the application is signed and the exchange of documents continues as the loan process progresses.

Davis says the loan is closed and the relationship process informally evaluated in the eighth and final stage.

"Timing and details can greatly impact how things turn out for all concerned parties. Prospects for wasting time and energy escalate when parties fail to recognize the importance of building confidence through a process that clearly identifies where things stand and how everyone is positioned relative to the finish line at any given time," 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(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.

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