



Commercial Real Estate

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SHOW ME (HOW TO GET) THE MONEY 4 Key Lenders Doing CRE Loans

Westwood, CA, January 16, 2012. Keller Williams Westside Realty is hosting the first in a series of 10 of Greater Los Angeles Commercial Real Estate Forum events. “The Forum is designed to be a professional networking event and venue for investors and commercial real estate agents to share ideas and opportunities,” says Jeffrey Peldon, Keller Williams Realty Operating Principal.

Finding good investments is only *half the challenge* in capturing the **recovering** commercial real estate market. The other half of the challenge is finding **leverage**, or **a loan**. The loan process should be simple and transparent and not require the use of a crystal ball to find a lender. Yet, despite historically low interest rates, investors reported in 2011 that tight mortgage underwriting frustrated the completion of many transactions.

“**Institutional lenders have** stated they have ‘**no appetite**’ for lending on **commercial deals**,” says commercial real estate agent Linda Kaye, host of the event. “As the freeze on commercial lending is thawing, agents are challenged with helping their clients find loans. It often means advising them to use less leverage, or find more competitive financing.”

Why does one property type get preference over another? How much time or information can the average investor expect before they get an answer? A panel consisting of *four lenders*: Wells Fargo Bank - SBA Div., Peak Financial, Mansfield Equity and Pacific Bay Financial will field questions on underwriting criteria they believe will lead to the best lending practices in 2012.

The event takes place January 19th at 7:45 am at Gaylord’s, 50 N La Cienega Blvd, Los Angeles. A complimentary continental breakfast and paid parking will be provided by our sponsors.