



# Coldesina Capital

Commercial Mortgage Broker

## Overview:

Coldesina Capital is a commercial mortgage broker partnering with the residential mortgage industry to complete loans nationwide.

### What We Do:

We partner with the residential mortgage industry to help originators close loans that they are unable to complete with their company

### The Market:

The transaction volume in the commercial market is smaller than residential. For every 25 Residential properties in the US there is 1 commercial property. Therefore to transact commercial mortgages you need a large audience

### Why AEs:

Residential Account Executives already have these relationships and we provide a new way to monetize them

### Business Model:

**Coldesina Capital** is a Brokered Loan platform designed to provide access to the commercial mortgage market Nationwide for loans from 250k and higher. We maintain active relationships with a large network of Banks, Credit Unions, Real Estate Lenders and Bridge Lenders. We are always working to expand our network of lenders to better serve our broker partners and clients.

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1302 South El Camino Real San Clemente CA 92672



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## Product:

### Product Overview:

**Commercial:** Commercial mortgage solutions for property investors and business owners

**Owner:** Commercial mortgage solutions for small business owners

**Apartment:** Medium and Long term fixed rate financing for Apartment investors

**Bridge:** Short term transitional financing for Real Estate Investors

**Private:** Short term financing for commercial and residential properties with credit challenges

**Construction/Rehab:** Short term financing for ground up construction and rehab projects

**DSCR:** Long term financing for 1-4 Residential Investment Properties and Portfolios

### Traditional and Non Traditional Lenders:

<b>Bank (local, regional, national)</b>	<b>Credit Union</b>
<b>SBA</b>	<b>Bridge</b>
<b>Commercial</b>	<b>RTL (Bridge/FNF/GUC)</b>
<b>Residential</b>	<b>Non Real Estate Collateral</b>

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## **Platform:**

### **Marketing support:**

- List building
- Email Templates
- One Sheets
- Business Cards
- Individual Web Page

### **Broker portal:**

We have built a broker portal on our website that guides new referral partners through the process of originating their first commercial mortgage deal. From understanding terminology to determining eligibility we provide guidance through the process to get your loan request submitted

### **Webforms:**

You will have your own webforms that allow partners to submit loan requests directly into our CRM: We use pipedrive for our CRM and have customized it to support our originations team to enable an efficient and organized process to a signed LOI

### **Processing:**

Once you have a committed client we will transfer your deal to our processing team and they will work with you and your client/referral partner to get your deal closed