

OCTOBER 2019

THE OFFICIAL MAGAZINE OF GERACI

ORIGINATE

report

INDUSTRY SPOTLIGHT:

Beeta Lecha
Spiegel Accountancy Corp.

**NOTE
SERVICING
CENTER**

Thomas Standen, IV

INSIDE:

**MISTAKES TO AVOID
CONSTRUCTION LOANS**

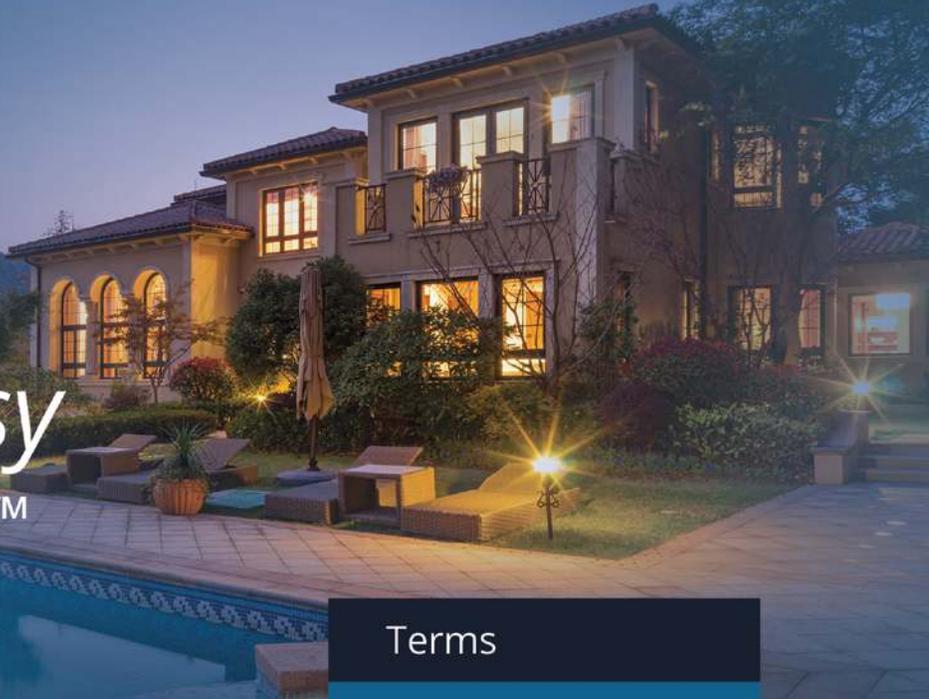
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Revenue diversification

Fix N' Flip, Bridge, Refinance, Ground Up & Small Balance Commercial

TODAY'S MARKET OPPORTUNITY:

- 100 billion dollar non owner-occupied investment space SFR 's 1-4 Fix N' Flip, Bridge, Refinance, Ground Up & Small Balance Commercial
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Thus we are not governed under RESPA, TRID or TILA. These loans are funded only into business entities allowing 7-10 business day closings and can pay anyone under a Brokerage license a referral fee or commission on the HUD at closing. There are two avenues a Brokerage launching this type of product to Real Estate professionals can expect to see. You can be a Correspondent Partner (the lender would fund in your name)

or an Origination Partner (the client would see the lender's name on the HUD). Most deals are funded under a single set of product guidelines allowing training, underwriting and servicing to be easily understood.

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There many private lenders chasing this strategy and it's safe to be wary of who to work with. While choosing a partner, look for someone who understands the business and has a strong reputation for closing transactions. You'll also need support with marketing materials. Having the right documents and product tear sheets (one-pagers) for conversations, trade shows, etc. is helpful in positioning the opportunity with your existing book of referral business from Realtors.

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Letter

from the

Editor

Welcome to our October Edition of Originate Report!

“If you really want to do something, you’ll find a way. If you don’t, you’ll find an excuse.”

- Jim Rohn

Welcome to the October Edition of Originate Report! Fall is officially here, so get ready for some beautiful fall colors, brisk autumn air, and a whole lot of decorative miniature pumpkins placed tastefully on your coworkers’ desks. To usher in the new season, we are excited to announce our next big event, the 4th annual Innovate Conference this February 20-21st in Newport Beach, California! Innovate 2020 will provide you with the latest trends and insights in the private lending space while providing ample opportunity to network with the best in the business. Visit <https://geracicon.com/> to learn more about sponsoring or attending!

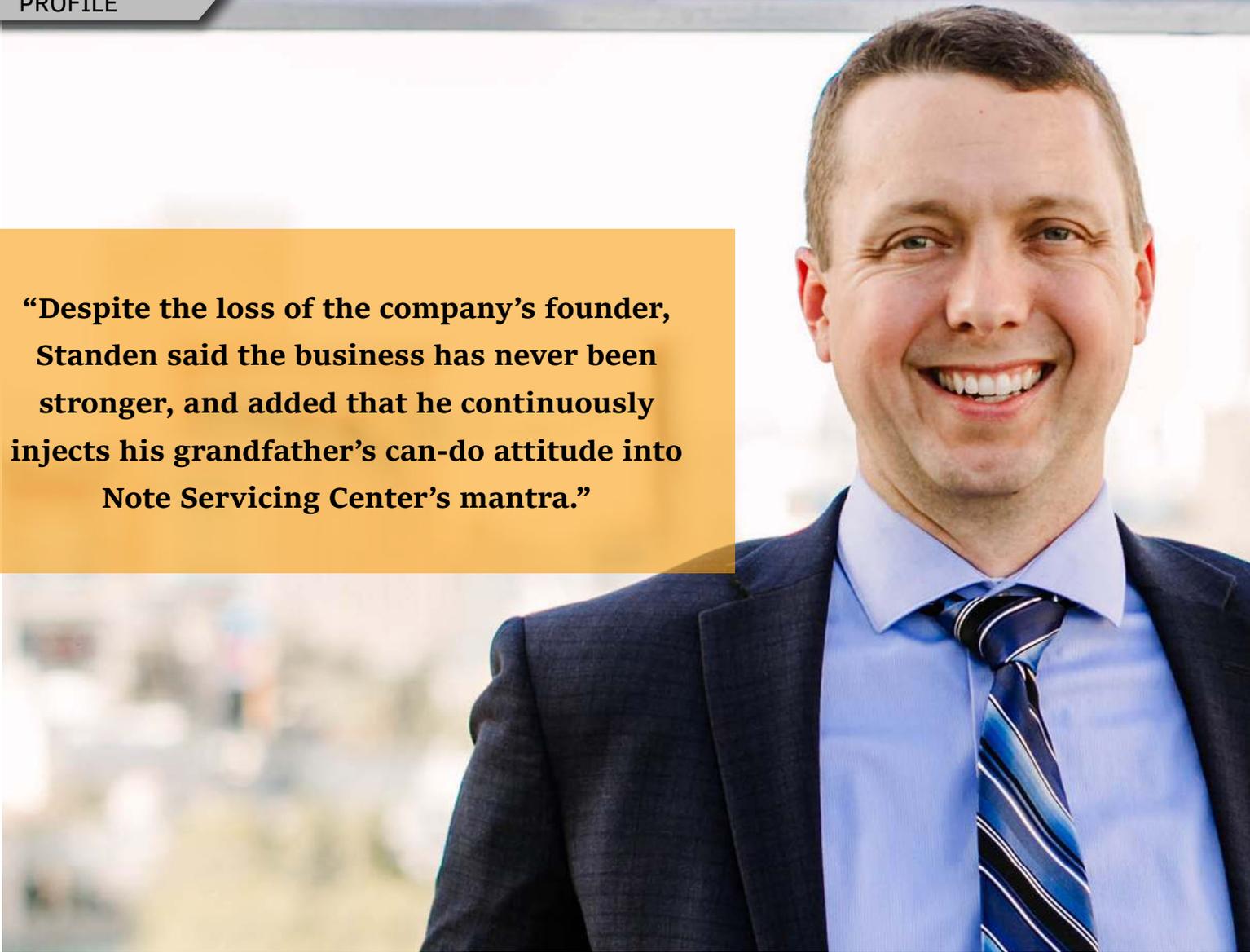
This month you will explore the story of Note Servicing Center and its CEO, Thomas Standen IV. You will also learn about Beeta Lecha with Spiegel Accountancy Corp, a rising star in the industry. We hope you find inspiration in this edition’s featured articles, and that you enjoy a brand-new column debuting this month! Read on to find out more.



To Your Success,

Max Berger
Originate Report Editorial Director

“Despite the loss of the company’s founder, Standen said the business has never been stronger, and added that he continuously injects his grandfather’s can-do attitude into Note Servicing Center’s mantra.”



Loans Are a Family Affair

THOMAS STANDEN IV, NOTE SERVICING CENTER

By Charles Peckman, Originate Report

When talking about — after all, this name has been in Thomas Standen, the CEO of Note Servicing Center, it is important to add the Roman Numeral four after his name

his family for generations. This distinction, however, carries over into his day-to-day responsibilities as the chief of the California-

based loan servicing company; the company started by his grandfather.

“During the late 70s and early 80s interest rates were very high and real estate wasn’t moving,” Standen said. “My grandfather took his law enforcement background and learned the rules and regulations of loan origination. He began originating the loans for the seller carry-back transaction and noticed many clients said they didn’t know what they were doing.”



The advent of personal computing certainly behooved Standen's grandfather, as he created a loan servicing software - or according to Standen, the "precursor" to a servicing software, contained on a Microsoft Excel-esque five-inch floppy disk. This entrepreneurial venture kickstarted what would become Note Servicing Center.

Note Servicing Center was officially established in 1984, and Standen's grandfather served as the President and CEO until 2015. Before his

death, however, Thomas said his career trajectory would change in an unlikely venue - a family party.

"In 2003 my grandparents invited everyone over for a party - and when I say everyone, I mean *everyone*. All four sons, their wives, and 16 grandchildren," Standen said, laughing. "My grandfather told the family frankly, 'look, I'm getting old and this is becoming difficult. Does anyone want to learn how to take over?' And in 2014, I was elected CEO."

Over a decade before stepping into the role of chief, however, Standen learned the ins and outs of real estate lending from his grandparents. Five years into this new venture, the financial crisis of 2008 nearly erased the blossoming company from existence.

"Everything that had been happening in the real estate space culminated together to create what we saw in 2007-8," Standen said. "All of us came together and I was told 'hey, we think of you as an owner now, so how are we going to move forward?' The options for us were to close up shop, file for bankruptcy, or push through - we chose the latter."

This was not the only tumultuous aspect of Note Servicing Center during this time, however. In 2009, Standen learned that his grandfather had been diagnosed with cancer. When recalling this time in his career, Thomas said it was incredibly difficult at times - but in some respects, the goals of the company were never simpler.

"When we were faced with this crash and my grandfather's illness, the only clear thing to do was move forward," Standen said. "So we did exactly that, and pushed forward. We went from onboarding 250 loans in 2006 to around 1,000 a year now. At one point a few years back we were

Thomas Standen: Continues on pg. 8

processing 300 a week. It will be five years now in January since my grandfather passed away, he would be so proud to see this growth.”

Despite the loss of the company’s founder, Standen said the business has never been stronger, and added that he continuously injects his grandfather’s can-do attitude into Note Servicing Center’s mantra.

“It was very sad, you learn to push through and take care of things,” he said. “Because my grandparents came into the business from a real estate background, they were in-tune with the human interaction aspect that is so important. Although that remains important today and the majority of

included the automation of simple services like letting lenders know when borrowers made a payment, or conversely, when a payment was late. This, he said, allowed his team to free up time securing new deals – time that would otherwise be allocated towards working the phones all day. Although automating these processes may seem like a no-brainer today, he added, this sort of thinking wasn’t always the case.

“With some clients, this automation took some getting used to,” Standen said. “You never want to make people feel like you’re getting rid of the human component of the business. But when they can see payment details in real-time, that kind of becomes a game-changer.”

“If there’s a job out there I’ve had it,” he said. “I started working when I was 11, mowing acres of fields with my uncle. I worked with my father, who was a heavy equipment operator. I’ve done wood cutting, yard maintenance – as I got older I worked as a dishwasher, waiter, and firefighter. And keep in mind this was all before I was 22. If you look at the work history I had, I was never the type of person to come into an office and sit behind a computer.”

Far-removed from Standen’s wood-splitting days of yore, he said the mental fortitude required to learn aspects of the loan servicing world rivaled the physical labor and long days he was used to.

“I had to learn how to work the phones, perform math computations on a large scale, and soak up the regulations of the business,” he said. “It is such a fast-paced environment and you have to keep up with the questions that are being fired at you. And you also have to keep in mind that if you miss something – even if it’s something that seems small – we could be out of business. But no pressure though! Many of these problems I was able to solve by working with my colleagues in my MBA program.”

When taking the helm of Note Servicing Center, Standen also said it was important to keep shifting

“I remember sitting in one class and discussing bottlenecks in not only our field, but any business,” he said. “The lecturer said that as a business owner, you are always going to have bottlenecks. Once you clear one up, there is always going to be something else slowing you down. What I try to do here is pre-answer client questions and make sure that we are trying our best to move forward.”

my staff is customer serviced-based, we automate the processes that can be automated; that has allowed us to crank our operations up to places we never thought we could be.”

This “cranking,” Standen said,

Although Standen said becoming acclimated to the real estate and loan servicing worlds was an arduous process, he added that he learned the value of a hard day’s work at a very young age.

markets – and the dissemination of emerging technology – in mind.

“A while back a lot of our marketing efforts were focused on the note purchasing space, or the secondary market,” he said. “My grandfather worked a lot in that space, purchasing seller finance notes after they had been originated and things like that. After the 2008 crash, a lot of those guys were unfortunately wiped out... when we saw an uptick in private money after that, we focused our attention in that space.”

Automation may be one of the pros of technology entering the loan servicing space, but Standen said there have been a number of headaches as well – this includes an instance in 2009, during a change in software at Note Servicing Center, where the company’s email distribution system stopped working.

“We had one of those 4’ x 8’ whiteboards and filled the entire thing up with problems we were experiencing,” Standen said. “There were issues that needed to be fixed, bugs that needed to be ironed out, practically every problem you could think of. We ironed out those bugs, did what needed to be done, and moved forward.”

Not all of the distractions throughout



Standen’s pre-CEO days were negative, however. In 2002 he married his longtime girlfriend, and in 2006 they had their first child. Thomas said that due to the often chaotic nature of his work, he and his wife joked that “couples who didn’t know each other as well as we

did would not have made it.”

“I joked with her, saying ‘you’re never going to shake me,’” he said laughing. “I chased her all throughout high school and we dated for five years

Thomas Standen: Continues on pg. 10

before she said yes to marrying me.”

Looking forward, Standen said Note Servicing Company – which now has more than a dozen employees – plans on smoothing out current processes and incorporating tools to grow the business even more. Although he said it can often be difficult to “predict” where the loan servicing space is moving, some of the processes he plans on incorporating go back over a decade when he was finishing his MBA.

“I remember sitting in one class and discussing bottlenecks in not only our field, but any business,” he said. “The lecturer said that as a business owner, you are always going to have bottlenecks. Once you clear one up, there is always going to be something else slowing you down. What I try to do here is pre-answer client questions and make sure that we are trying our best to move forward.”

In addition to clearing up bottlenecks, Standen also said it is crucial to check in with customers, ensuring that stakeholders are comfortable with and knowledgeable of the services offered.

“It’s technology, it’s customer relationships, it’s compiling more hard money brokers,” he said. “I



hope we can bridge that gap from the people who think they don't need this service, that they can do this all themselves. People in my position – in the position of owning a servicing company – are there to take their lenders, take their loans, and walk them through different processes.”

Thinking back to the lessons he learned from his grandfather, Standen said he often heard about the importance of loan servicing’s “minutia,” or the minute details loan servicers are required to obsess over.

“Attention to detail is crucial,” Standen said. “I’m hoping you can hear the passion I have for this, the passion that was instilled in me. It

may seem a little weird to be this passionate about loan servicing, but that’s what I live every day.”

More poignant than the business side of things, however, is Standen’s commitment to family. One day while sitting at his desk, Thomas’ grandfather told him he suffered a stroke in 1997 – although he was only gone for a few short months, the business world moved on.

“My grandfather said at the end of the day, your family is who will check in on you, who will ask if you are okay,” Standen said. “In our office, even though all of our employees aren’t blood related, it feels like a family. I believe the furthest anyone has to drive to work is 15 miles – if there is a school event, a sport event, or

some sort of problem that pops up, being close to home is important.”

This importance became all too real for the company’s customer service manager a few years ago – after receiving a frantic phone call, she rushed home to discover a fire at her house. Luckily everyone was okay, but Standen said it is hard to forget the fear that was on her face.

“The bottom line is surrounding yourself with people you can trust like family,” Standen said. “The rest will fall into place.”

For more information on loan servicing and the Note Servicing Center – as well as the company’s other services – visit <https://noteservicingcenter.com/>



CONTACT: Thomas Standen: thomas@noteservicingcenter.com | www.noteservicingcenter.com

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Inc. Magazine Unveils Its Annual List of America's Fastest-Growing Private Companies—the Inc. 5000

For the 3rd Time, Geraci LLP Appears on the Inc. 5000, Ranking No. 1861 with Three-Year Revenue Growth of 271%

NEW YORK, August 14, 2019 – Inc. magazine today revealed that **Geraci LLP** is No. 1861 on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. Microsoft, Dell, Domino's Pizza, Pandora, Timberland, LinkedIn, Yelp, Zillow, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

“On behalf of everyone at Geraci LLP, I am truly honored that we have been selected as an Inc 5000 award winner for the 3rd year in a row. Building our foundation on client service and market responsiveness have allowed us to emerge once again as one of the fastest-growing law firms in the United States,” said Anthony Geraci, CEO, Geraci LLP. “We would like to thank our clients, because without them, we could not have achieved this great honor. We continue our commitment to serve their needs in whatever capacity necessary and are looking forward to our future growth.”

Not only have the companies on the 2019 Inc. 5000 (which are listed online at Inc.com, with the top 500 companies featured in the September issue of Inc., available on newsstands August 20) been very competitive within their markets, but the list as a whole shows staggering growth compared with prior lists. The 2019 Inc. 5000 achieved an astounding three-year average growth of 454 percent, and a median rate of 157 percent. The Inc. 5000's aggregate revenue was \$237.7 billion in 2018, accounting for 1,216,308 jobs over the past three years.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at www.inc.com/inc5000.

“The companies on this year's Inc. 5000 have followed so many different paths to success,” says Inc. editor in chief James Ledbetter. “There's no single course you can follow or investment you can take that will guarantee this kind of spectacular growth. But what they have in common is persistence

Lesley Boyd | Marketing Director | Geraci LLP | 949-379-2600

and seizing opportunities.”

The annual Inc. 5000 event honoring the companies on the list will be held October 10 to 12, 2019, at the JW Marriott Desert Ridge Resort and Spa in Phoenix, Arizona. As always, speakers include some of the greatest innovators and business leaders of our generation.

More about Geraci LLP

A full-service law, media, and consulting firm, the Geraci team is at the forefront of the ever-changing non-conventional lending space and caters to non-conventional lenders worldwide. Our legal departments include Banking & Finance, Corporate & Securities, and Litigation/Bankruptcy, while our recently-formed Geraci Media Group not only organizes conferences, but also provides a full array of media services to help raise your brand awareness.

More about Inc. and the Inc. 5000

Methodology

The 2019 Inc. 5000 is ranked according to percentage revenue growth when comparing 2015 and 2018. To qualify, companies must have been founded and generating revenue by March 31, 2015. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2018. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2015 is \$100,000; the minimum for 2018 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.’s September issue. They represent the top tier of the Inc. 5000, which can be found at <http://www.inc.com/inc5000>.

About Inc. Media

Founded in 1979 and acquired in 2005 by Mansueto Ventures, Inc. is the only major brand dedicated exclusively to owners and managers of growing private companies, with the aim to deliver real solutions for today’s innovative company builders. Inc. took home the National Magazine Award for General Excellence in both 2014 and 2012. The total monthly audience reach for the brand has been growing significantly, from 2,000,000 in 2010 to more than 20,000,000 today. For more information, visit www.inc.com.

The Inc. 5000 is a list of the fastest-growing private companies in the nation. Started in 1982, this prestigious list has become the hallmark of entrepreneurial success. The Inc. 5000 Conference & Awards Ceremony is an annual event that celebrates the remarkable achievements of these companies. The event also offers informative workshops, celebrated keynote speakers, and evening functions.

For more information on Inc. and the Inc. 5000 Conference, visit <http://conference.inc.com/>.





SPOTLIGHT

INDUSTRY SPOTLIGHT

Beeta Lecha

Spiegel Accountancy Corp.



**Beeta Lecha,
Spiegel Accountancy Corp.**

Beeta is a Principal at Spiegel Accountancy Corp. providing tax compliance, tax strategy and tax planning to small to mid-sized closely held business entities, mortgage bankers and private lenders. She specializes in consulting on complex tax and business issues, including income tax accounting matters and tax compliance for multi-state business entities. Beeta provides tax compliance to a variety of closely held business entities, including C

and S corporations, partnerships, including limited partnerships and limited liability companies and high net worth individuals. She consults on quarterly and annual income tax planning and tax savings strategies.

Beeta is a licensed CPA with the California Board of Accountancy, a member of the California Society of Certified Public Accountants, CalCPA, California Mortgage Association, and the American Association of Private Lenders.

Q: What does your typical day look like and how do you make it productive?

As a CPA firm we track time and productivity with software and monitor it regularly. Our business is cyclical and a typical day depends on whether we are in or out of busy season. Our tax team has minimum hour requirements to work 60 hours and work on Saturdays between Jan 15th to April 15th. During that time we focus solely on productivity and pumping out tax returns. The audit team has similar long hours and their busy season runs from Oct 1st through March 31st. Outside of busy season, we spend time doing other administrative tasks, such as going to conferences, doing in-depth consultation or planning with our clients, or tackling firm initiatives to improve ourselves.

Q: What has been one of the biggest challenges you've faced in your career?

The biggest challenge I faced was getting married and having a baby at eighteen. It was difficult in my early career juggling working full time, raising young kids and studying for the CPA exam. I felt as though my managers saw me as a working mom instead of a driven person with career aspirations. Having experienced that, I recognize my team members for their talents, not only the hours they put in.

Q: What do you work toward in your free time?

I like to know a little bit about a lot

Beeta Lecha: Continues on pg. 16

of different things. Over the past year I learned a lot about social media and content marketing. I have always had a creative streak and over the past few months started learning about web development and began creating a website. Next on my list is to start dabbling in graphics.

Q: Tell us about a person or organization that you admire. Why do you think they have made an important impact?

I recently joined the AAPL education committee and am enjoying my time with this organization. The director and leadership at AAPL are focused on providing relevant content to help lenders in their businesses and the committee itself



is made up of industry leaders who are proactive in sharing insights and suggestions.

Q: What advice would you give your younger self?

Maybe it's a cultural thing, but I did not learn to be assertive early on. I would advise everyone in their early career to speak up, never be shy about asking questions and to be more assertive.

Q: What is something that most people don't know about you?

My spouse is Cuban and his family loves to dance, but I always felt shy about dancing at weddings. It wasn't until my favorite cousin was getting married three years ago that I made an effort to learn. Our audit principal, Henry, was integral

in teaching me steps and moves. To this day, Henry and I will salsa dance in the office hallways.

Q: How do you define success?

I like when a client calls with a five minute question and we spend half an hour on the phone catching up. The CPA-client relationship goes beyond simply preparing a tax return and I feel like I am catching up with

an old friend. That is the definition of success for a trusted advisor, when a client looks forward to calling and values us.

Q: What is a recent trend in the private lending industry that excites you?

As accountants we are always in the predicament that a software system does not handle all of our private lending client's needs. We end up tracking things instead on Excel spreadsheets. I am excited any time there is a way to do something better, faster, or more efficiently and with less opportunity for error. There has been a lot of progress in technology for lenders and it seems to get better every day.

Q: What is your favorite quote?

I tend to procrastinate, so this is my favorite: "If it's your job to eat a frog, it's best to do it first thing in the morning. And if it's your job to eat two frogs, it's best to eat the biggest one first." ~ Mark Twain.

Q: If you were stranded on a desert island with access to one book, one song, and one movie, what would they be?

I will pass on the movie and song, as long as I can take the TV series Star Trek: The Next Generation. I am a Trekkie. I have seen that series several times and can watch it several more. 



PRIVATE LENDER RECEIVES RARE DISTINCTION OF A TIER 2 REG A+ OFFERING

*Secured Investment Corp presents a real estate-backed fund that is open
to all investors, whether accredited or non-accredited*

COEUR D'ALENE, ID (September 16, 2019) – Secured Investment Corp is one of the fastest-growing companies in the private money marketplace, providing private lenders and real estate investors the ability to connect and build powerful and profitable strategic alliances. As of this month, they are unveiling the Circle of Wealth Fund III LLC, one of the only real estate-backed funds of its kind in the nation.

Until now, investing opportunities like this have only been available to hedge funds, Wall Street banks, and accredited investors. Circle of Wealth Fund III LLC is qualified with the Securities and Exchange Commission under Regulation A+, which means that investors both accredited and non-accredited are free to invest, enjoying the same access along with a lower entry investment amount.

“For decades accessing yields derived from private lending has been reserved for the ultra-high net worth. It’s been our mission to make these opportunities available to every investor regardless of accreditation,” said Lee Arnold, CEO of Secured Investment Corp. “Our team has successfully managed funds that have earned our investors great returns for the past six years. The Circle of Wealth Fund takes that a step further and will allow anyone to take advantage of our expertise.”

Secured Investment Corp’s Mission is, through its Circle of Wealth philosophy, to provide access to services and resources necessary for those interested in achieving and furthering financial freedom through real estate. This groundbreaking investment opportunity is the newest way that they are fulfilling that promise.

Please visit <https://securedinvestmentcorp.com/> to find out how to get started and invest in the Circle of Wealth Fund III.

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3 Mistakes to Avoid with Construction Loans

By Paul Wirth, Jcap Private Lending

Construction loans are a smart way for a borrower to quickly get funds to build a home. However, there are some things to look out for. A Construction Loan is a short-term loan to fund the building of a property. Construction Loans are usually given to builders or homebuyers who are doing a Fix-and-Flip, building a spec home, or their dream home. While they are typically short-term loans (usually for a period of one year) other finance options are available when the house is complete. The borrower can either refinance the construction loan into a permanent mortgage or if

selling, get a temporary Bridge Loan. Both Construction Loans and Bridge Loans normally require interest only payments and, in some cases, allow for interest reserve accounts, eliminating monthly payments for the borrower.

Construction Loans are usually required to be in 1st Position (behind no other mortgages). The new loan pays off any outstanding loans and then the remainder of the funds are deposited into a Construction holdback account or is set up like a line of credit. Funds are then distributed to the General Contractor, usually on

a reimbursement schedule, until the home is complete.

Something to keep in mind is that the borrower's experience comes first and foremost for obtaining a Construction Loan. If the borrower does not have sufficient experience, lenders will likely require the borrower to partner with an experienced Builder/General Contractor in a Joint Venture. A broker should always qualify the borrower's experience by asking for a resume of projects completed *that they own*. It's easy to include experience where a borrower was a partner in a project, but sometimes that is not sufficient and can cause headaches for all parties down the line. It is always better to be upfront with the lender about experience to avoid any potential issues with securing the loan.



“Both Construction Loans and Bridge Loans normally require interest only payments and, in some cases, allow for interest reserve accounts, eliminating monthly payments for the borrower.”

Mistakes to avoid with Construction Loans:

- Underestimating your time to complete your project is the very first mistake to avoid. Obtaining permits, changes in the project, weather, etc. Miscalculating your schedule can be the death of the project. Not only are costs added, but your interest meter is running on your Construction Loan. The solution (which is never perfect) is to make sure an experienced General Contractor is on the job, one who has a proven track record with budgets and time tables.

- Getting a Construction Loan with too short of a term. People can make the fatal error of getting too short a term on their Construction Loan to save costs. Note: projects

almost always take longer than you think. We recommend that your Construction Loan be at least 12 months for Rehab/Fix-n-Flip and 18 months for Ground-Up Construction. An expiring Construction Loan is very expensive -- extension fees and potential default interest may occur. Having a longer term is less expensive than the need to extend at the end or in the middle of your project.

- Forgetting to have a contingency line item in your construction budget. Contingency is used to allow for

the unexpected: sudden changes in the price of lumber, cosmetic must-haves, etc. We recommend 10-15% of the total budget being allocated to Contingency. Run it by your contractor, if he says you do not need Contingency, get a new Contractor.

These are a few “never forgets” when preparing for your next construction project. Taking the steps listed above will avoid most common problems. Continue to work with proven experts for greater success with your Real Estate projects. 



ABOUT THE AUTHOR: Paul Wirth is the Vice President with Jcap Private Lending based in Newport Beach, CA. Jcap is a National Direct Lender offering Hard Money and Bridge Loans (including Construction Loans for Fix & Flip, Spec Residential, and Multi-Family), Commercial Loans and Stated Income 2nd's. Jcap Private Lending is committed to solving short-term needs through Real Estate Financing.

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CULTURE CORNER

Behind the Scenes of the Private Lending Industry Geraci LLP, The “Un-Firm”

By Originate Report Staff

“Customers will never love a company until the employees love it first.” – Simon Sinek, author of Start with Why

Organizational culture is more important today than it has ever been. Though it can be difficult to

define, culture is what makes people decide to join a company and is the primary reason that employees choose to stay or leave. In the ever-changing landscape of the modern workplace, employees expect more

than just a steady paycheck to be satisfied with their jobs – they also need trust, respect, and a sense of

shared purpose. The idea behind this column is to showcase companies in the private lending industry that have built an effective team and a strong company culture!

For the first “Culture Corner,” let’s go behind the scenes of Geraci LLP and look at what makes its culture

stand out. The foundation of any effective company begins with its Brand Values:

- Strive for Excellence – The Geraci team believes that people are not born great, but they become great by striving for it every day. They never stop learning and working to improve their skills, programs, and services.

- Passionate – Being passionate means caring about the quality of work you do and about those you work with. Each Geraci team member seeks to be part of something bigger than themselves, and to make the world (and the private lending industry) a better place by always pursuing this value with their clients.

- Dedicated Constant Communication – This means that the Geraci team cares about communicating with their clients in a consistent, thorough manner to provide them with peace of mind.

- Accountable – The Geraci team challenges themselves to strive for excellence every day, but being accountable means understanding that mistakes can happen and owning up to them when they do. It means not looking for someone



“As the operations manager, I want to ensure that everyone has the proper resources to be able to do their job, work hard, and stay motivated. I love to help plan fun events and activities where coworkers can spend time together, learn about each other, and take a break from work. We have so many amusing and creative personalities which makes it fun and easy!”

- Crystal Alvarado | HR & Operations Manager



“Geraci LLP’s culture is very unique. We’re very focused on helping one another, providing value, and encouraging our team members to be their authentic selves.

That is what defines our “unfirm” value.”

- Kevin Kim | Partner, Corporate & Securities



to blame, but instead looking for something to fix.

• The “Un-Firm” - This value embodies what makes Geraci LLP different from other law firms. In the words of Anthony Geraci, the company’s CEO, “The Un-Firm embraces the quirkiness of who we are. We check our egos at the door, and around the conference table we’re equal. And we’re all striving for excellence together.”



Geraci LLP has implemented a number of company-wide initiatives to foster professional development, facilitate team bonding, and ensure that employees feel appreciated.

Appreciation Badges: When employees go and beyond what is expected of them in order to help their team and further the vision

of the company, Geraci LLP makes it a point to recognize these team members for their efforts. This is done by presenting them with customized badges during their daily stand-up meetings. Anyone can give / receive these badges. Once a team member collects 5 badges, they can redeem them for prizes. These prizes include anything from gift cards and movie tickets to car washes and free lunches!

Daily Stand-Up Meetings: The Geraci team believes that people should never stop learning and striving to improve themselves; that is why they read professional/business development books as a group, and discuss them daily. Every morning, Geraci team members circle up for 15 minutes to discuss the day’s reading and check in with every member of the law firm and



“I genuinely appreciate Geraci’s culture of respect and honesty. Teamwork is so emphasized within and among departments. It is evident in all of my interactions with staff across the company that we come to work not just to do our jobs well, but to build relationships with each other and engage meaningfully in the workplace.

- Rebekah Guerra | Digital Marketing Coordinator

“The thing that I like best about our culture is that everybody can remain true to who they are outside of work, with the peace of mind that they will be accepted whole-heartedly and without question.”

- Dennis Baranowski | Transactional Attorney



media team. At the end of the week, they flip the script and use the Friday stand-up meeting to show appreciation and bond with one another. They share fun facts and stories, and even participate in short group activities. For those who have collected at least 5 badges, the team plays their own version of “Wheel of Fortune” on Fridays to pass out prizes!

Bonus Perks: What are some other great ways to keep employees happy and fulfilled at their jobs? Geraci has a lot of ideas! To start, they throw 2 big firmwide events each year – a holiday party and a summer blowout event – as a way to give back to the employees for all their hard work. Throughout the year they cater lunches for the team whenever a new employee is onboarded, so everyone has a chance

to meet new hires. They also make sure to celebrate birthdays and work anniversaries, plan quarterly team bonding events for individual departments... And they even retrofitted an empty office into a nap room for when employees need a break!

If you’re interested in learning more about Geraci LLP’s approach to company culture or would like any tips for your own business, don’t hesitate to reach out! [Contact m.berger@geracillp.com](mailto:m.berger@geracillp.com).

Do you like coming to work every day? Does your company go above and beyond to make its employees feel appreciated? Does your workplace offer any unique, fun perks? Email us to be featured in the next Culture Corner!



“I value the culture of our engaged employees who embrace our core values. There is a camaraderie among the people combined with a relaxed ambiance in the workplace.

People are connected at all levels of the firm regardless of their position. Our modern-day approach to leadership is about mentoring and inspiring the team.”

- Sylvia McDonald | Executive Assistant





TAPPABLE HOMEOWNER EQUITY HITS RECORD HIGH

By Nema Dagbandan, Esq., Geraci LLP

Towards the end of last year, we saw tappable home equity decline, but we are now seeing the second consecutive quarter of increases, hitting an all-time high of \$6.3 trillion in tappable equity, according to a report from Black Knight.

Tappable equity is defined as the share of equity available to homeowners with mortgages to borrow up to 80% loan to value against their homes.

Although tappable equity fell last year due to higher interest rates and a decline of home prices, the second quarter of 2019 showed a tappable equity increase of \$355 billion. The second-quarter growth rate of 4.2% was slightly above the

3% growth rate seen at the end of the first quarter.

According to Black Knight, a total of \$6.3 trillion of tappable equity is held by 45 million U.S. mortgage holders. This is the highest equity volume ever recorded, and a full 26% increase over the mid-2006 peak of \$5 trillion.

Black Knight also reported that the delinquency rate fell to 3.46% in July, the lowest rate of any July on record since 2000. Serious delinquencies, 90-days late or more, fell below 445,000 instances for the first time since June 2006.

Another interesting data point is that nearly half of the 45 million homeowners with tappable equity

have an interest rate higher than 4.25%, which makes refinancing an attractive option. The report also indicates that 76% of homeowners have a rate above 3.75%, leaving open another group of homeowners who could potentially benefit from refinancing.

This refinance bloc is also a low-risk borrowing group, with Black Knight estimating that 55% of those who have tappable equity have a credit score above 760 and another 16% have a score above 720.

PROFITS UP WHILE RATES DROP

The Mortgage Bankers Association reported last week that mortgage bankers are earning the highest profits on originations than they've



seen over the past three years. Their report showed that independent mortgage banks and subsidiaries of chartered banks reported an average profit of \$1,675 per loan in the second quarter, up from just \$285 of average profit per loan in the first quarter and the highest profit margin since the first quarter of 2016. These numbers are a significant change from the fourth quarter of 2018, where lenders reported losing an average of \$200 on each originated loan.

On the rate front, the MBA reported mortgage rates falling to their lowest levels in nearly three years, after holding steady for the past month. According to the latest data released last week by Freddie Mac, the 30-year fixed-rate average fell

to 3.49 percent with 0.5% points. That's a nine-basis-point drop from a week previous and a drop of more than 125 basis points from this time last year. By comparison, the average rate was 4.75 percent in December 2018.

The 15-year fixed-rate average dropped to 3 percent with an average of 0.6 points. It was 3.06% the week before and 3.99% a year

ago. The five-year adjustable-rate average also dropped slightly to 3.3% from 3.31 percent a week previous and 3.93% this time last year.

Economists say that a contraction in manufacturing markets and fears over a global recession have placed downward pressure on bond yields, with about half of the experts saying this trend will keep rates low for the foreseeable future.

The MBA says that refinance originations accounted for 60.4 percent of all applications. That's a decrease of 3.1 percent from the week previous as purchase activity saw a modest gain followed by a pullback on refinancing. Despite the slowdown, refinances are still up 152 percent over last year, and purchase applications are 5% higher.

The lower rates have experts predicting a 15 percent increase in mortgage originations on the year.

Have questions about how these market changes may affect your business? Reach out to our lending experts at Geraci LLP for guidance on how to reposition yourselves as rates continue to decrease and home equity builds. 

ABOUT THE AUTHOR: The Real Estate Finance Group at Geraci LLP is managed by Nema Dagbandan, Esq., a partner with the law firm. Mr. Dagbandan's practice entails all facets of lending matters across the country including, but not limited to, the preparation of loan documents and addenda in all fifty states, loss mitigation efforts, preparation and negotiation of secondary market documents including loan sales and participation agreements, line of credit/warehouse facilities, hypothecations and securitizations. Mr. Dagbandan advises financial institutions on various lending matters including licensing, usury, and foreclosure. Mr. Dagbandan is also an expert in default management and leads the firm's nonjudicial trustee group. **CONTACT:** nema@geracillp.com





Utilizing Technology:

STRATEGY, ADOPTION, AND IMPLEMENTATION

By Ian Group, ProDeal

Last month ProDeal gathered with leaders in the private lending industry at Geraci Media's third annual Captivate conference in Las Vegas. ProDeal's Head of Customer Success, Ian Group, led a panel on technology, with a focus on adoption, implementation and information security. Whether you are looking to implement technology for your business or are interested in the ways technology is affecting the lending industry, here are several key takeaways from the panel discussion:

- **Adoption is driven by adding value.** Melissa Martorella, a transactional associate at Geraci LLP, detailed how her firm built a platform to automate repeatable tasks, like the creation of loan documents, for her private lender clients. Their main driver for building this platform: adding direct value for her clients. By focusing on driving value, Martorella and her team have been able to offer streamlined and innovative client services that have set them apart in the industry.

- **Lost opportunities can move**

mountains. While technology companies are looking to solve external challenges, companies like RCN Capital have leveraged technology to improve their internal operations. When asked about how Bridge Loan Network, a leading online portal in the asset-based lending space, has affected RCN's business model, Jeff Tesch, CEO of RCN Capital, touched on how his business was actually losing money by its inability to keep up with deal flow. By utilizing a loan origination system, it smoothed their entire pipeline and the transition of data between teams. This ultimately paid dividends for his business.

- **Do your homework!** Understanding all of the technology options that exist on the market and learning



what they offer is the first step on the road to adopting new technology. Rocky Butani, founder of Private Lender Link, described how he put this advice into practice: by building his knowledge of the market, he has not only been able to offer actionable advice to his clients about solutions that fit their specific needs but also leverage that knowledge to position Private Lender Link as a source for industry peers to seek technology solutions. Tim Milazzo, the CEO at Stacksorce, a platform that connects borrowers and commercial mortgage lenders, found that his research influenced the direction of his entire company. “The initial thesis behind Stacksorce was to become a software package for brokers looking to add more transparency and efficiency to commercial real estate

lending,” Milazzo said. By gaining a better understanding of the market, Milazzo ultimately pivoted the direction of his company into what it is today.

- **Success lies in continuous improvement.** When asked how he rolled out the utilization of a newly acquired platform to his company, Tesch said the key was to gather internal input from his employees and to keep them engaged in the process. While his company has seen success with their projects, Tesch indicated that “technology is not a one-and-done type tool.” Tesch and his colleagues are still iterating on it to this day to stay up to date with changes to improve internal and external use of their platform. Similarly, Martorella described how her use of technology has grown from basic search functionality in loan documents to full scale automation. Incremental steps have ultimately allowed her and her team to arrive at complex algorithm as well as client customizations that would not have been possible but for their prior research and development.

- **Don’t develop technology on your own.** The overwhelming sentiment of the panel was against private lenders developing their own internal solutions. Milazzo specifically touched on the difficulties technology

companies have shipping solutions to their customers and urged the audience to utilize a purpose built tool like ProDeal that exists on the market today to give firms an edge. Tesch echoed the sentiment on the panel by referring to developing technology as an “extremely difficult process.” What made him successful, however, was being surrounded by a team who knew exactly what to build. By understanding the end users and being on the front lines in the industry, Tesch and his team laid the groundwork for their software developers.

- **Take security very, very seriously.** Although firms are aware of data security threats, there is a lot of work to be done to protect their data. The panel made suggestions including subscribing to software updates and urging business leaders to rethink information security with a very serious lens. During the Q&A, ProDeal’s account executive Chris Smith expanded the security discussion from the audience by indicating that although most small businesses do not believe they are susceptible to hacks, approximately 55-70% of small businesses wind up getting hacked at some point. Want more actionable advice on information security best practices? Click here for an article recently in *Geraci’s Originate Report*. 



ABOUT THE AUTHOR: Ian Group is the Head of Customer Success at ProDeal, a high-growth technology company focused on securing and automating transactions. Prior to joining ProDeal Ian was an associate in the global real estate group at Hunton & Williams LLP where he represented developers and institutional lenders in large commercial real estate transactions. **CONTACT:** ian@prodeal360.com

CITIES TO WATCH: CLEVELAND, OHIO

By Originate Report Staff

Although Cleveland may not be the largest city in the United States – it is the 52nd largest, in fact – it boasts being a world-class city “without the world-class ego.” This hidden gem, located in the heart of the Midwest, has a population of over 380,000 people and has earned several catchy monikers in its 200-something-year existence, including “the forest city.”

Established in 1796 by surveyors of the Connecticut Land Company – and named after their leader, General Moses Cleveland – the city’s expansion was fueled by

one of the bloodiest conflicts in American history, the Civil War. The latter part of the 19th century saw an influx of immigrants from Europe and Ireland, as well as an important transportation hub between the East Coast and Midwest. Cleveland’s proclivity as a key player in the iron ore and coal industries piqued the interest of John D. Rockefeller and served as the home of Standard Oil until the company’s move to New York City. By the turn of the 21st century, the city successfully diversified its economy and currently acts as a hub for healthcare and the arts; additionally, this small-but-

mighty Midwest destination is an ardent supporter of environmental protection, due to its proximity to several small and Goliath-sized bodies of water alike.

Must-see Locations

Whether you prefer the crack of a bat, the snap of a football, or the satisfying swoosh created by a last-second three-pointer, this city has you covered in terms of professional sports. The Cleveland Browns, Indians, and Cavaliers may have varying degrees of championship banners hanging from the rafters of their stadiums, but one thing is for sure; you will be hard-pressed



CLEVELAND, OH

Economy:

- Major industries: Banking & finance, healthcare & Bioscience, and technology
- Minimum wage: \$8.55/hour
- Cost of living: 22.9 percent lower than the U.S. average

Housing:

- Median household income:
- Median home price: \$56,800
- Home price change: 7.4 percent

(one-year change)

- Homeownership: 40.4 percent (lower than the national average)
- Median rent price: \$1,101 (4 percent one-year increase)

Job Market:

- Forbes List: Best places for business and careers #128
- Unemployment: 4.3 percent
- Job growth: 1 percent (predicted ten-year growth of 21.4 percent)
- Loan originator average salary: \$63,875/year



to find another city with as much passion for their professional sports teams. Along the same lines (but experiencing the adrenaline as opposed to watching it play out on the field,) **Cedar Point Amusement Park** packs a punch with its array of well-known rides. Although this writer despises the very thought of stepping on a roller coaster (even the caterpillar-themed one for kids,) I can certainly respect someone's decision to strap themselves into what I view as a mere death trap.

Outside the adrenaline sphere, Cleveland's reputation as a city

for the arts certainly includes experiences for those of us without the penchant for sports or amusement parks – the **Cleveland Museum of Art**, for example, houses thousands of important artistic works spanning thousands of years. As a mere visitor in the presence of such splendor, it is impossible not to be transported to 19th century France (courtesy of Monet's water lilies,) or the counterculture movement of the 1960s (while studying Warhol's images of Marilyn Monroe.)

Nightlife

Because this city is home to the

Rock & Roll Hall of Fame, it comes as no surprise that Cleveland's night scene is home to many rockin' music venues. **Happy Dog**, for example, hosts an incredibly eclectic selection of musical acts, including punk, rock, and indie bands, including a monthly classical music jam night. If the bright lights of rock groups aren't for you, the cigarette smoke and snapping

(okay, you can't smoke inside anymore but you get the imagery) of well-known jazz club **Nighttown** is an irrefutably groovy scene; one

Cities to Watch: Continues on pg. 30

of the city's oldest jazz joints, it has landed itself on the top 100 jazz venues in the world.

Dining

Home to well-known chefs like Iron Chef America winner Michael Symon and Michelin-star holder Dante Boccuzzi, Cleveland has a wide array of culinary selections – a wide array, that is, that many would find surprising given the comparatively small stature of the Midwest location. At Chef Symon's restaurants, for example, hungry travelers can find mouth-watering burgers and “big ass” milkshakes at Cleveland staple **B Spot**, and American fare with a Midwestern

twist at **Lola Bistro**, a reincarnation of Symon's first eatery.

The flavors do not stop there, however. The Midwest has a reputation for being the world's beer capital, and Cleveland is no exception. By picking up a **Cleveland Brewery Passport**, you can not only sample a litany of beers but also have the opportunity to win free prizes as well. Beer and prizes? Doesn't sound like a bad deal.

Attractions

Far-flung from the multimillion-dollar superhero and action movies that grace the screens of most cinemas, the **Cleveland International Film Fest** (or CIFF) boasts two weeks of programming

every spring full of off-beat, independent, and niche cinema; thousands flock to the city for this annual event, which showcases a wide breadth of critically-acclaimed (and sometimes flat-out wacky) cinema. While these films only grace the screen for a short time every year, another nationally-recognized attraction will surely leave your lighters waving in the air – after all, this city is home to the Rock & Roll Hall of Fame. The likes of John Lennon, Elvis, Prince, and Chuck Berry have been inducted into this must-visit spot for music lovers, and the thoughtfully-constructed museum houses countless, priceless musical artifacts. Fun fact: the Hall was designed by world-renowned architect I.M. Pei.



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The Anatomy of an Excellent Logo

By Ramona D'cruz, Geraci Media



Logos are just one part of a company's visual identity, but they're usually the part that consumers remember most. A well-designed logo is immediately recognizable, and inspires trust, admiration, loyalty, and (implied) superiority. Basically, logos are used to identify. Its shape, color, font and images separate it from competitors.

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A good logo is supported by a concept or meaning, and it communicates a message by symbolizing that idea. Logos should be able to be printed at any size, and should be effective and recognizable without color. There are two main elements to a great logo: concept and execution. Learning more about the process of creating a logo will help you find a designer and work with

them effectively.

LOGO DESIGN

A lot of work, thought, and creativity goes into creating a simple, sleek logo. When designing a logo, follow a process that ensures the final design meets the clients need.

Professional designers typically follow this process:



- **Creative brief:** A questionnaire or interview with you, their client to learn about your goals.

- **Research:** A deep dive into the industry, its history and their client's competitors.

- **Reference:** Research successful logo designs and current styles that relate to the client's brief. Keep tabs on trends, but only follow them if it makes sense. Longevity is key.

- **Sketching and conceptualizing:**

This is the single most important part of the design process. Get creative, be inspired and don't be afraid to sketch on paper before moving to the computer.

- **Reflection:** Taking breaks throughout the process helps ideas mature, renews your excitement and brings a fresh perspective.

- **Revisions:** Whether the designer is getting instructions from their client or guiding them to the best

solution, they'll have to revise and improve the logo as necessary.

- **Presentation:** Designers should prepare a high-quality presentation of your best logo designs that shows the logo in context and helps them clearly visualize the brand identity.

- **Delivery and support:** Share the right files with the client in a timely manner and provide all the

Anatomy of a Logo: Continues on pg. 34

support they need.

The 5 Principles of Effective Logo Design:

A good logo conveys a company's message in an appropriate, practical, unique and simple way. As you move through the design process, follow the 5 principles of logo design will help you make sure your logo checks all the boxes:

1. Simple

Simple logos are easily recognizable and versatile. Good logos have an unexpected and unique, but not over-the-top, feature.

2. Memorable

A logo should create a relationship between a symbol and what is symbolized. The subject matter of the logo is not important, as long as it creates that connection.

3. Timeless

Ask yourself if the logo be effective down the line. Trends are fun, but standing out from the crowd is more important.

4. Versatile

An effective logo can be used across platforms and applications, ranging from video and print, to merchandise and billboards. For this reason, logos should be designed in vector format. One way to design a versatile logo is to begin designing in black and white.

This lets the designer focus on the concept and shape, and ensures the logo will look good in its simplest form.

5. Appropriate

The overall look and feel of your logo should be appropriate for its intended audience. This doesn't mean a logo needs to be self-explanatory, but that it should be relevant.

What does a good logo cost?

There is no one-size-fits-all for logo design. Typically, designers will draw up a customized quote for each client that considers factors like how many logo concepts need to be designed, how many revisions will be required and how much background research they'll have to do.

How do I choose a designer?

There a few things to look out for when you're shopping around for a designer. Answering the following questions can help you decide if a certain designer is the right fit for your project:

- How experienced are they? Do they have examples of past work?

- Have past clients provided positive testimonials?
- Do they follow a thorough design process?
- Have they been recognized for their work through awards or publishing credits?
- How strong is their portfolio?
- How fast is their design process? Does their timeline match yours?
- How much will the logo cost?
- Do they belong to any design associations?
- Do they represent themselves professionally? Are they responsive?
- Does the designer ask enough questions about your business that you feel comfortable that they know what you're looking for?

If you don't know where to start, Geraci Media has an extensive portfolio of clients that have used our services to create a logo that aligns with their company vision perfectly. We work with you to collaborate on a design that will set you apart from the competition and make a lasting impression on your audience. Reach out today to find out more on how Geraci Media can help you stand out. 



ABOUT THE AUTHOR: Ramona D'cruz is the Media Assistant at Geraci Media. She recently joined the company and helps her team with various aspects of the Media firm by creating social media posts for the different social platforms, registering attendees for any one of our five conferences we hold each year, and whatever else she is able to do! Ramona graduated from CSULB with a degree in Sociology and decided to pursue higher education by enrolling in a MBA program, with a concentration in Marketing. **CONTACT:** r.dacruz@geracillp.com



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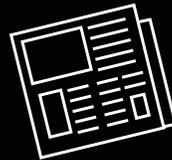
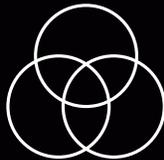
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Geraci media is a national marketing and design agency specializing in brand development and growth strategy for private lenders and real estate professionals, nationwide.

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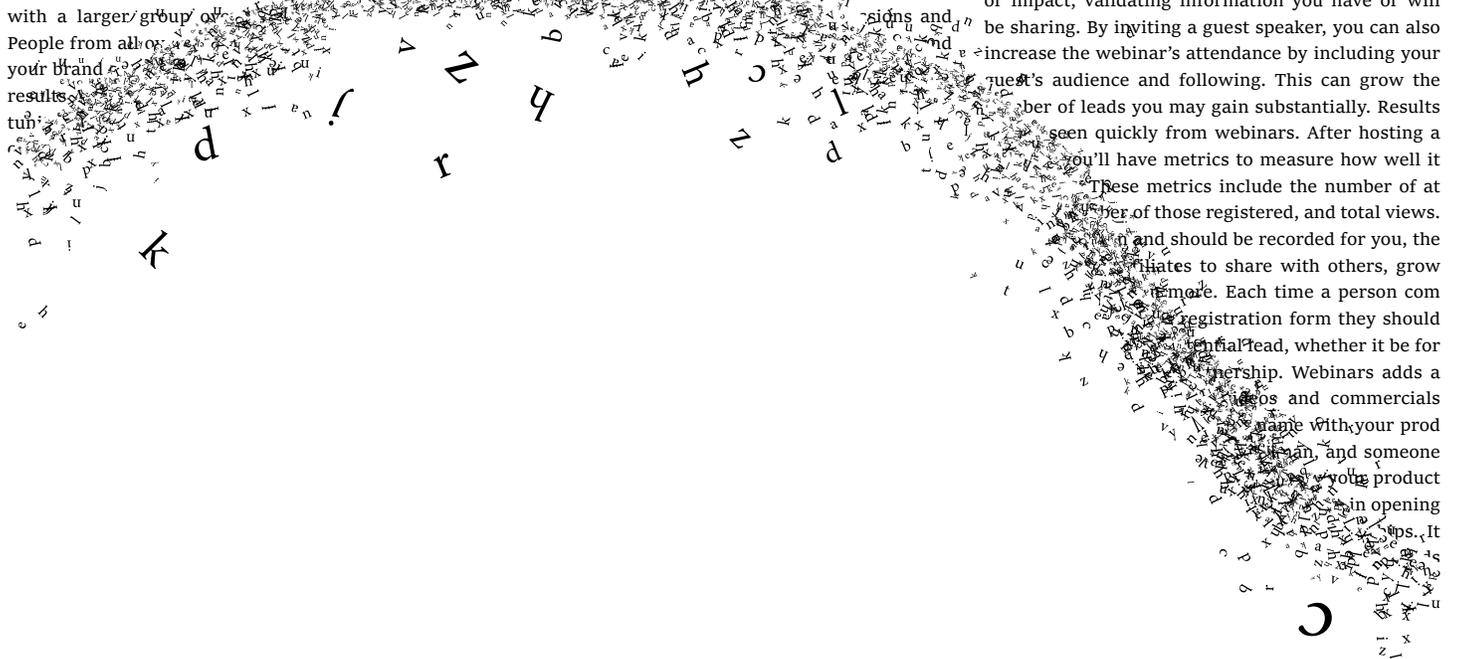
THE IMPORTANCE OF CONTENT

LET US HELP YOU!

Webinars have grown in popularity in recent years and have become an important marketing tool. These live web-based seminars can connect you with leads from all over the world. They encourage interaction by allowing the audience to ask questions or just how beneficial can a webinar be to your business? Here are 7 reasons why webinars are a fantastic marketing strategy. Webinars are a cost-effective way to extend your reach globally. Rather than pay for flights and hotels to meet with individual leads,

how well it performed. These metrics include the number of attendees, number of those registered, and total views. The webinar can and should be recorded for you, the audience, and affiliates to share with others, growing the results even more. Each time a person completes your webinar's registration form they should be considered a new potential lead, whether it be for a sale or a potential partnership. Webinars adds a personal interaction that videos and commercials don't. Webinars put a face and name with your product making you approachable, human,

results. This global reach creates networking opportunities for building relationships and partnerships. Your audience has invested time in registering and listening to the information you plan to share. They're expecting valuable takeaways from the webinar, even something they can put into place at their own company. This positions you and your brand as an industry leader, or expert. Webinars can give your audience the chance to ask questions and provide feedback. This is valuable because you can address concerns, reservations, or any lingering questions they may have about your training or product in real-time. You can customize your presentation to your audience based on their questions and feedback to keep them engaged. Ask them to take an action, such as completing a task or answering a question. This will increase audience participation and interest. Include guest speakers, such as industry leaders or affiliates, to speak during your webinar. These individuals should be familiar with your industry and value of your product. They will be able to educate the audience on the benefits or impact, validating information you have or will be sharing. By inviting a guest speaker, you can also increase the webinar's attendance by including your guest's audience and following. This can grow the number of leads you may gain substantially. Results seen quickly from webinars. After hosting a webinar you'll have metrics to measure how well it performed.



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2019

LOAN HOME

LENDER

TYPES OF LOANS

TYPES OF PROPERTIES

MINIMUM LOAN \$	MAXIMUM LOAN \$	Commercial	Consumer	Bridge	Corporations/ Trusts/ Legal Entities	Acquisitions and Developments	Notes	Purchased	Rehab/ Remodeled/ Renovated	Blanket Loans	Second Mortgages	Joint Ventures	Foreign Nationals	Other	MAX LOAN-TO-VALUE (%) / MAX TERM (YRS)	Churches/ Temples/ Synagogues	Land (Bare/ Commercial/ Lot)	Automotive	Retail (Shops/ Strip Malls)	Entertainment	Gas Stations	Leisure (Golf Courses/ Marina)	Hospitality (Hotels)	Mixed-use Properties	Residential Investment Properties	Ranches and Farms	Self-storage	Restaurants	Office
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psteigleder@fidelityca.com
Peter Steigleder
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50K	15M	•	•	•	•	•	•	•	•	•	•	•	•	•	55/33	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender *AZ, CA, NV



HELVETICA
REAL ESTATE INVESTMENT BANKING

Helvetica Group
www.helmeticagroup.com
loans@helmeticagroup.com
(310) 575-3301

100K	10M	•	•	•	•	•	•	•	•	•	•	•	•	•	75/30	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender *All 50 States



JCAP
PRIVATE LENDING

JCAP Private Lending
www.jcap.net
info@jcap.net
(949) 236-6600

50K	5M	•	•	•	•	•	•	•	•	•	•	•	•	•	75/2	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender AL, AK, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MO, MS, MT, NC, NE, NH, NJ, NM, NV, OK, PA, RI, SC, TN, TX, UT, VA, WA, WV, WI, WY



Lockett-N-Homes
www.lockettnehomes.com
Info@lockettnehomes.com

100K	50M	•	•	•	•	•	•	•	•	•	•	•	•	•	90/30	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender AK, AR, AZ, CA, CO, CT, DE, FL, GA, IL, IN, IA, KS, KY, LA, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, OH, OK, OR, PA, RI, SC, TN, TX, UT, VT, VA, WA, WV, WI, WY



Pacific
Private Money Loans

Pacific Private Money
www.pacificprivatemoney.com
loans@pacificprivatemoney.com
(415) 883-2150

150K	5M	•	•	•	•	•	•	•	•	•	•	•	•	•	70/30	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender *CA

* = STATES LENDING IN

REV. 06.25.19 2019

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LENDER

TYPES OF LOANS

TYPES OF PROPERTIES

MINIMUM LOAN \$	MAXIMUM LOAN \$	Commercial	Consumer	Bridge	Corporations/ Trusts/ Legal Entities	Acquisitions and Developments	Notes	Purchased	Rehab/ Remodeled/ Renovated	Blanket Loans	Second Mortgages	Joint Ventures	Foreign Nationals	Other	MAX LOAN-TO-VALUE (%) / MAX TERM (YRS)	Churches/ Temples/ Synagogues	Land (Bare/ Commercial/ Lot)	Automotive	Retail (Shops/ Strip Malls)	Entertainment	Gas Stations	Leisure (Golf Courses/ Marina)	Hospitality (Hotels) Industrial	Mixed-use Properties	Residential Investment Properties	Ranches and Farms	Self-storage	Restaurants	Office
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Patch of Land
www.patchofland.com
originations@patchofland.com
(888) 250-2216
Sherman Oaks, CA 91403

50K	3M	•	•	•	•	•	•	•	•	•	•	•	•	•	85/2	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender AL, AK, AR, CA, CO, CT, DE, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MS, MO, MT, NE, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, TX, VT, VA, WA, WV, WI, WY



Redwood Mortgage Corp.
www.redwoodmortgage.com
RMC@redwoodmortgage.com
(800) 659-6593
San Mateo, CA 94402

200K	10M	•	•	•	•	•	•	•	•	•	•	•	•	•	65-5*70/15*	•	•	•	•	•	•	•	•	•	•	•	•	•
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lending@sunsetequitygroup.com
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Los Angeles, CA 90010

50K	50M	•	•	•	•	•	•	•	•	•	•	•	•	•	90/2	•	•	•	•	•	•	•	•	•	•	•	•	•
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Direct Lender NATIONWIDE EXCEPT ALASKA, SOUTH DAKOTA, NORTH DAKOTA



Zinc Financial Inc.
www.zincfinancial.com
office@zinc.net
Tom Valentino

50K	2M	•	•	•	•	•	•	•	•	•	•	•	•	•	90/2	•	•	•	•	•	•	•	•	•	•	•	•	•
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* STATES LENDING IN

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