



PRIMROSE CAPITAL.

COMMERCIAL REAL ESTATE FINANCING

TRUSTED REAL ESTATE CAPITAL ADVISORS.

Primrose Capital specializes in the placement of debt, equity, and mezzanine financing for leading real estate institutions, developers, and property owners throughout North America & Mexico.



CERTAINTY OF EXECUTION.

PRIMROSE CAPITAL HAS SUCCESSFULLY COMPLETED OVER \$3.1 BILLION IN COMMERCIAL REAL ESTATE FINANCING TRANSACTIONS SINCE OPENING IN 2013.

\$3.1 Billion

Capital Raised

63

Closed Deals

11

States



STRONG TRACK RECORD.

STRUCTURING AND ARRANGING CREATIVE FINANCING SOLUTIONS ACROSS THE ENTIRE CAPITAL STACK.

EQUITY | SENIOR DEBT | MEZZANINE FINANCING | PREFERRED EQUITY



\$48,000,000
Acquisition Financing

\$64,000,000
Construction Loan

\$225,000,000
Senior + Mezzanine Financing

\$55,000,000
Bridg e Loan



CAPITALIZING GROUND-UP DEVELOPMENT

FINANCING ACQUISITIONS

RE-CAPITALIZING TRANSITIONAL ASSETS

GETTING DEALS FINANCED.

CONSISTENTLY DELIVERING NEEDED CAPITAL FOR SOME OF THE MOST COMPLEX REAL ESTATE TRANSACTIONS.





PROCESS DRIVEN DEAL EXECUTION.



RIGOROUS FINANCIAL ANALYSIS

The devil is always in the details, so we make sure we fully understand the nuts and bolts of every transaction in order to structure the most optimal financing solution.

STRONG CAPITAL NETWORK

Executing over \$3.1 Billion in financing, we have developed deep relationships with an expansive capital network of both domestic and international debt & equity providers which span the core, value-add and opportunistic risk spectrum.

PRODUCT EXPERTS

Our expertise in a wide range of financial products including low and high leverage construction debt, Bridge Financing, CMBS loans, Agency debt, conversion/transitional financing, and equity alternatives, allows us to build a tailored capital stack for each transaction.

SPONSOR MINDSET

Our clients rely on us for their most important deals, because we not only understand their business but we approach each financing assignment like a sponsor; whereby safeguarding their interests and delivering the most appropriate financing solution.

UNPARALLELED ACCESS TO CAPITAL.

LEVERAGING GLOBAL
RELATIONSHIPS TO DELIVER
EXCEPTIONAL RESULTS.



- 258 Local & Regional Banks
- 75 Insurance & Pension Funds
- 112 Debt Funds
- 14 CMBS Lenders
- 46 Government Agencies
- 80 Traded and Non-Listed Reits
- 85 Foreign Banks
- 196 Private Equity / Investment Funds
- 427 Developers
- 52 Single & Multifamily Offices
- 35 International Development Banks





HOTELS & RESORTS



APARTMENTS



CONDOMINIUMS



OFFICE

SECTOR FOCUSED.

WE REMAIN PRODUCT EXPERTS TO ENSURE THAT NO DETAIL IS OVERLOOKED.



PROVEN PROCESS.

A SYSTEMATIC APPROACH
FROM START TO CLOSE.



SOUND GUIDANCE AND DEAL MANAGEMENT
THROUGHOUT EACH STEP OF THE PROCESS.





GET IN TOUCH.

LET US STRATEGIZE
FINANCING ALTERNATIVES
FOR YOUR NEXT DEAL.

MIAMI

Joshua Emory
Principal

Brickell Arch Tower
1395 Brickell Avenue Suite 900
Miami, FL 33131
305-507-9966

jemory@primrosecp.com

NEW YORK

Mitch Goldfarb
Managing Director

1325 Avenue of the Americas
Suite 2800
New York, NY 10019
646-828-3546

mgoldfarb@primrosecp.com

LOS ANGELES

Gas Company Tower
555 West Fifth Street Suite 3100
Los Angeles, CA 90013
310-254-9907

