Happy New Year!



We are excited to grow our partnership with you in 2021 and beyond, and continue providing **bankable terms for your un-bankable** borrowers.

Innovation

In 2020 we invested significantly in technology. The necessity for better digital partner tools brought on by the COVID-19 crisis, propelled us to create our brand new cutting-edge <u>Partner Portal</u>.

You are now connected to our team and your loan referrals 24/7. Your portal access gives you real-time lead tracking, a co-branded referral page, secure file upload, and much more.

By registering for our <u>Referral Partner</u> <u>Program</u>, industry newcomers *and* veterans now have the opportunity to access a free, turnkey real estate, and business loan referral enterprise.

Simplicity + More Referral Fees

We've streamlined our application, eliminated upfront fees (due diligence fees are paid to third-parties), and instituted a generous partner revenue share for off-matrix funded loans. Our upgraded partner program makes it easy for anyone from entrepreneurs to established lenders and platforms, to monetize their network or loan leads.

2020 Program Highlights

We expanded our loan offerings in 2020 to include larger loan sizes (up to \$20M), more loan types (bridge loans, small business financing, and PPP loans), and lowered our rates (down to 3.5% for select transactions).







Business & Property Types

In 2020 we received 8,500+ online applications, and provided millions of dollars to a variety of business and property types. Borrowers included gas stations, motels, restaurants, and other unique industries and special-purpose property.



"Thank you to all our valued partners. We are looking forward to moving on to 2021 and assisting you in achieving a banner year."

- Noah Grayson, CEO

101 Merritt 7, Suite 300 Norwalk, CT 06851



(888) 268 – 7778



partners@southendcapital.com



Partner With Us