



**CONNECT
DIGITAL MARKETING**

**We're the
CRE in CREative.**





C O V E R L E T T E R

Developing a strong and authentic brand and delivering a consistent message is the foundation upon which every successful business is built.

Connect puts the CRE in CREative, specializing in the commercial real estate industry, Connect creates thoughtful solutions unique to each project. Our team combines business, marketing, communications, and design to develop comprehensive strategies to create, build, and grow successful brands.

We don't want your business to merely survive, we want to help it thrive.

Sincerely,
The Connect Team

A B O U T U S

Connect CREative is a digital agency that can do it all. At Connect we work with our clients to create, develop, deploy, and promote targeted messages across multiple platforms efficiently and effectively.

We specialize in crafting compelling content for web and social media, with data and analytics to improve and expand your digital reach.

Each project overview is designed to give you a better understanding of what it took to make these past projects a success.

Here you will find details regarding the digital tactics, client requirements, project timelines, and results that were delivered.

Here is an overview of our available digital services:



PLEASURE
IN THE JOB PUTS
PERFECTION
IN THE WORK.

-ARISTOTLE

WHAT WE DO

VIDEO

Whether you're looking to use drone footage to capture your property, spotlight your team and experience, create informational content, or more, Connect's video services help you bring your ideas to the big (or little) screen. Videos demonstrate your experience, showcase your offerings and tell a story.

WEBSITE CREATION

Your website is the key to unlock your business potential and message. Our team's expansive design experience brings a unique and forward-thinking outlook to website creation. We can take your existing website to the next level, or create a site from scratch.

S E O

The goal is to have not only a great-looking and functional website, but to have a website that attracts the right audience and generates sales and leads. We want to help your website build relationships with a targeted audience – an audience that will add to the bottom line of your business.

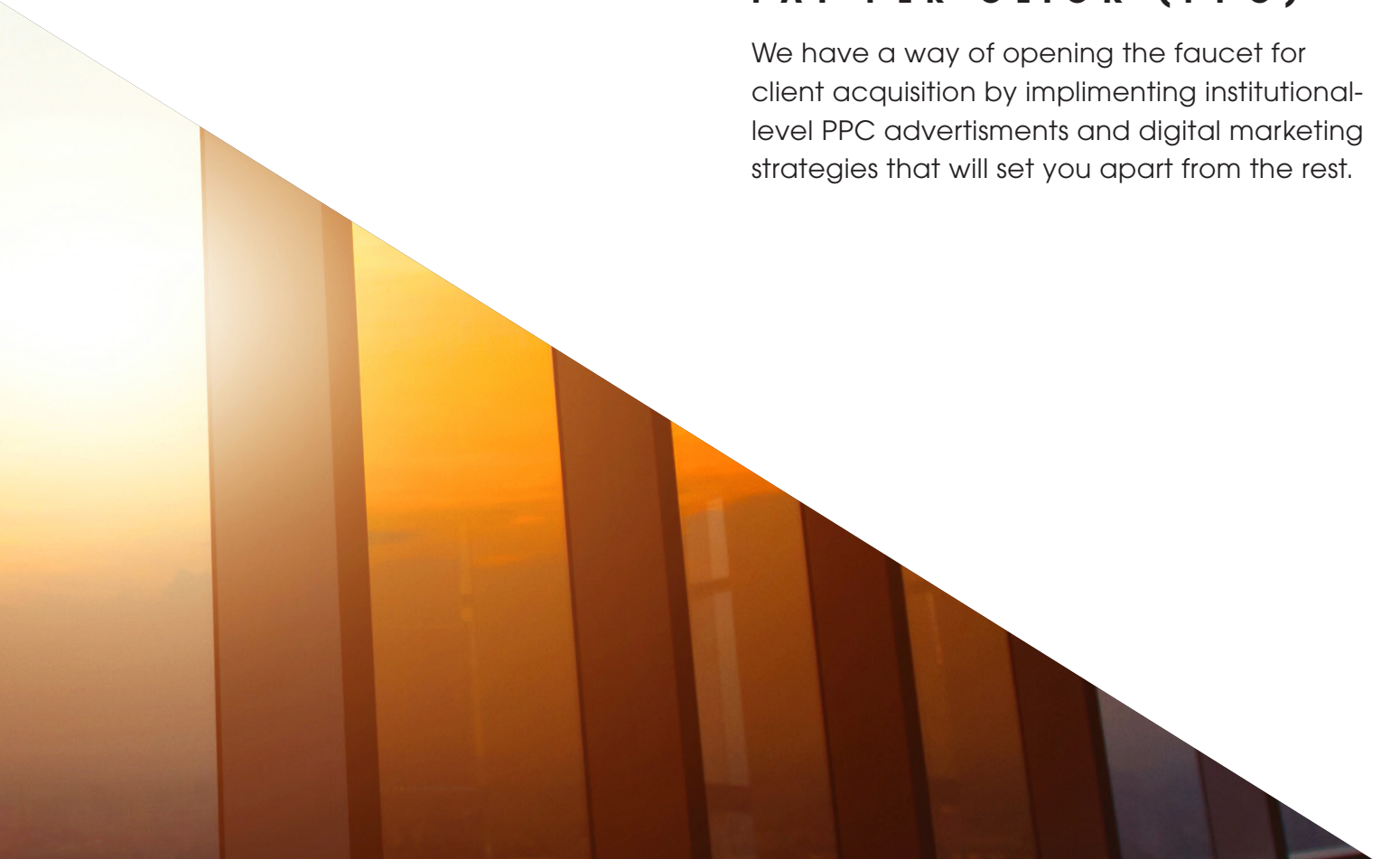
W H A T W E D O

H O S T I N G & M A I N T E N A N C E

We offer comprehensive web hosting services, complete with routine updates, regular server maintenance and daily security monitoring to mitigate risk. If you're looking for proactive, dedicated support without the nonsense, you'll love us.

P A Y - P E R - C L I C K (P P C)

We have a way of opening the faucet for client acquisition by implementing institutional-level PPC advertisements and digital marketing strategies that will set you apart from the rest.





WHAT WE DO

AUDIENCE DEVELOPMENT

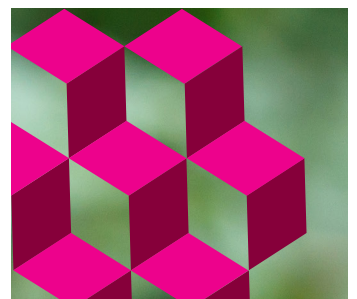
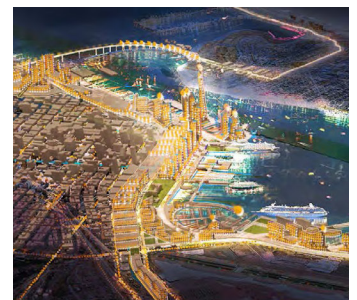
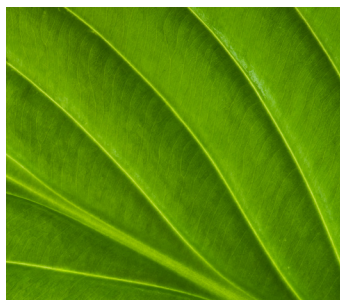
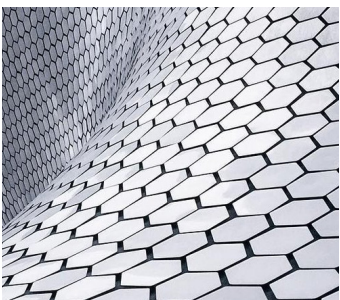
Our subject matter experts practice using data to segment audiences by demographics or interests in order to find the holy grail that is the right person on the right device at the right moment.

REPORTING & ANALYTICS

Get complete marketing metrics from click to close to understand campaign effectiveness and help you identify which marketing efforts are most profitable. These analytics helps your teams better accomplish business goals and evaluate return investment figures for long-term growth going forward.

SOCIAL MEDIA

Create Brand Recognition, increased brand awareness, boost inbound traffic and improve search engine rankings with social media marketing. Our social media experts will have your online presence congruent with your offline presence.



EXPERIENCE

MERIDIAN CAPITAL GROUP

Meridian Capital Group has become America's most active dealmaker and one of the nation's leading commercial real estate finance, investment sales and retail leasing advisors.

Requirements

Meridian was looking for better targeted advertising with trackable features and Connect suggested the use of dedicated landing pages the synchronized with targeted PPC advertising campaigns or that served to promote and educate current and potential clients on specific capabilities, services, events, deals. Specific leads would be driven to dedicated landing pages where they would be taken down a funnel – provided information and given a call to action – either to complete a form or to reach out to schedule a call/meeting.

Services

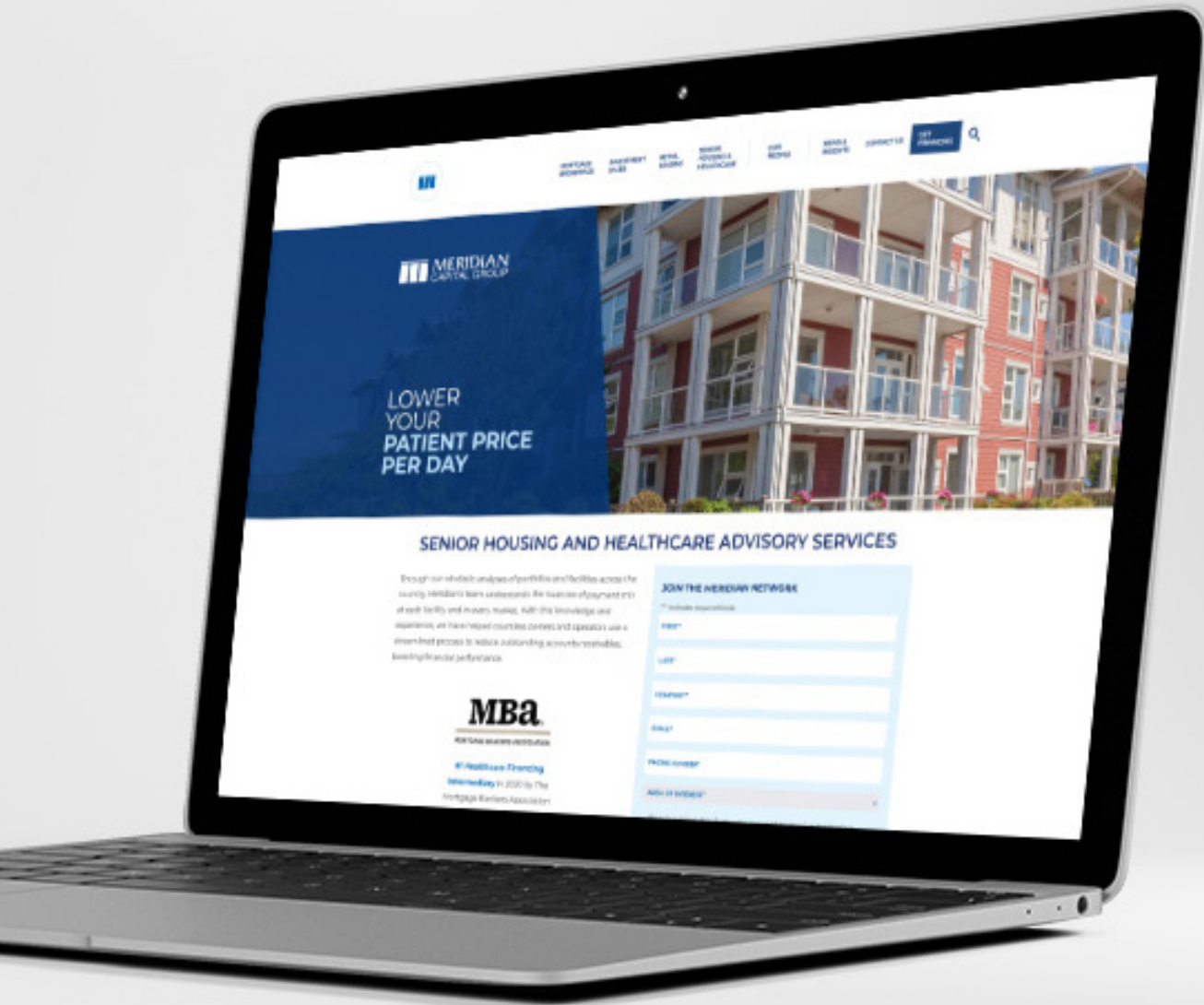
- Landing pages for specific property types, teams, deals and events.
- Google PPC Ad Campaign.

Results

Templates were produced for a variety of different landing pages so that the Meridian could easily create additional pages independently as needs came up.

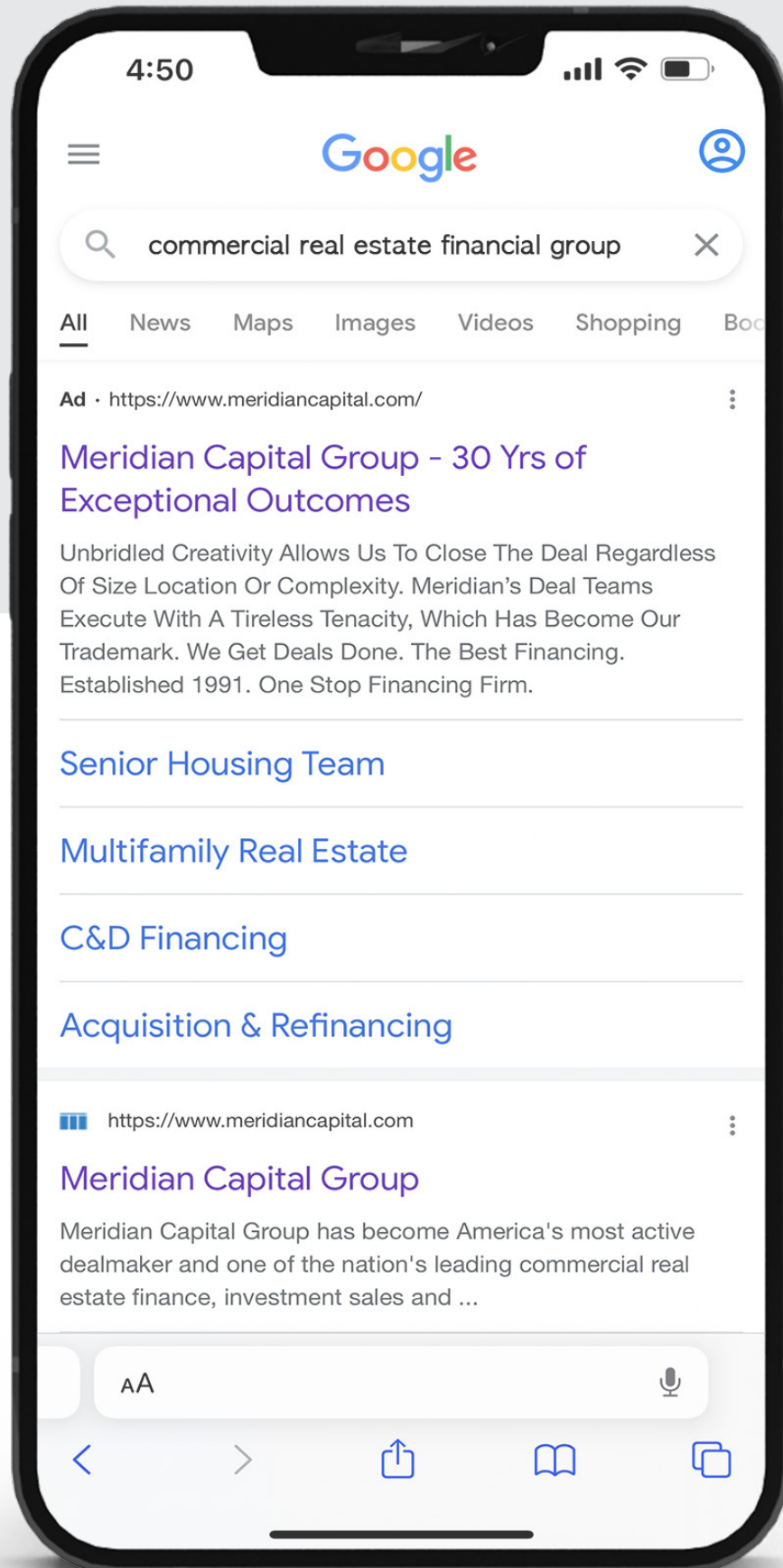


MERIDIAN CAPITAL GROUP



CUSTOM WEBSITE DESIGN AND DEVELOPMENT

**TARGETED ADS:
SEEKING COMMERCIAL REAL ESTATE
FINANCIAL INSTITUTIONS**





SENIOR HOUSING & HEALTHCARE

Meridian's impressive national transaction volume affords us an exceptional vantage point from which to view real estate capital markets.

GET IN TOUCH

(646) 813-5703



Meet Meridian

- What We Do
- Meet Our Team
- Closed Transactions
- In The News
- Upcoming Events

WHO WE ARE

Meridian's specialized senior housing and healthcare advisers and underwriters are a team of seasoned experts led by Art Adferstein and Josh Simpson.

As the leading financial intermediary for senior housing and healthcare properties in the U.S., Meridian's clients benefit from unparalleled access to lenders, exclusive pricing, and deep industry insights unique to our platform. Meridian also provides a complete suite of advisory services such as equity capital matters and investment sales across all sub-asset classes of healthcare properties.



\$5.5 Billion

Closed in 2021



41 Lenders

Partnered with Meridian in 2021



35 States

Transactions Completed in 2021



126 Transactions

2021 Equity Investments Sales Transactions in 2021



Ranked #1

Intermediary in 2020 for Senior Housing and Healthcare Financing

WHAT WE DO

- Debt
- Equity
- Investment Sales
- Advisory Services

Meridian's clients benefit from unmatched access to lenders, exclusive pricing, and deep insights Meridian's comprehensive platform delivers. A clear advantage is gained by maintaining close and constant communication with lending market participants and leveraging Meridian's position as the leading financial intermediary for senior housing and healthcare properties in the U.S.

Clients know when they bring a debt assignment to Meridian it will be handled by senior housing and healthcare experts who bring a proven track record across a wide variety of financing types, including acquisition, construction, mezzanine, bridge, and permanent, as well as accounts receivables financing.

SENIOR HOUSING & HEALTHCARE LEADERSHIP



Art Adferstein
Senior Managing Director



Josh Simpson
Managing Director

MEET OUR TEAM

SELECT CLOSED TRANSACTIONS

Acquisition

\$285,000,000

Senior Housing and Healthcare
MD and PA
Skilled Nursing Portfolio

Acquisition

\$93,500,000

Senior Housing and Healthcare
SC, TN, and KY
Independent Living, Assisted Living, and
Memory Care Facilities

Refinance

\$40,000,000

Senior Housing and Healthcare
Secaucus, NJ
234-Bed Hospital

SENIOR HOUSING & HEALTHCARE IN THE NEWS

Meridian's Momentum Continues into Q1
April 16, 2022

Meridian Closes Slew of Transactions to End 2021
January 10, 2022

Meridian Capital Arranges \$60M in Financing for Hudson Regional Hospital in Secaucus, NJ
August 31, 2021

Meridian Capital Group's Senior Housing and Healthcare Team Closes \$963.4 Million in Transaction Volume in July 2021
August 5, 2021

Meridian Capital Group Reports Busy July
August 5, 2021

UPCOMING EVENTS



2022 NIC Spring Conference

March 23-25, 2022

Omni Dallas Hotel

No other event offers this level of access to the decision-makers, ideas, and connections as the sector enters a new era of delivering community and care to a growing (and aging) population of older adults.

Schedule a Meeting

DEDICATED PROPERTY LANDING PAGE DESIGN

EXPERIENCE

AVATAR FINANCIAL GROUP

Avatar Financial Group is the leader in commercial hard money bridge loans, offering solutions for nonconforming, income-producing real estate nationwide.

Requirements

Avatar launched a large test campaign with national business publications to raise awareness for the launch of their REIT (Real Estate Investment Trust) and successfully navigate potential investors through their newly developed sales funnel.

Services

For REIT investors, secured advertising in publications such as WSJ, Bloomberg, Kiplinger, and various XM radio stations.

Designed dedicated landing pages for multiple advertising initiatives with form fills to download sales decks.

Created automated follow-up email sequence for all form fills to push investors down the sales funnel.

Enabled retargeting campaigns for landing page visitors on Google PPC.

Created a deal pipeline in HubSpot for all form fills

Results

Campaign elements were prepared in 2 weeks followed by a 3-month promotional run.

More 9000 impressions generated for Avatar's landing page

Over 100 form-fills for new contacts.

7:16



**RESPONSIVE
SERVICE. QUICK
CLOSINGS. DIRECT
LENDER.**

Avatar Financial Group is the leader in hard money bridge loans, offering flexible solutions for nonconforming, income-producing real estate nationwide.

APPLY NOW

AA

avatarfinancial.com



SALES DECK DESIGN




RETARGETING AD DESIGN

9.23% return in 2020? We did it.

9.46% 10-YEAR RETURN*

9.23% 2020 RETURN*



Avatar Commercial Mortgage REIT
Let's put **your money to work.** →

*Past performance is no guarantee of future results

9.23% return in 2020? We did it.

9.46% 10-YEAR RETURN*

9.23% 2020 RETURN*



Avatar Commercial Mortgage REIT
Let's put **your money to work.**

Learn more www.avatarfinancial.com
*Past performance is no guarantee of future results, click for full disclaimer

9.23% return in 2020? We did it.

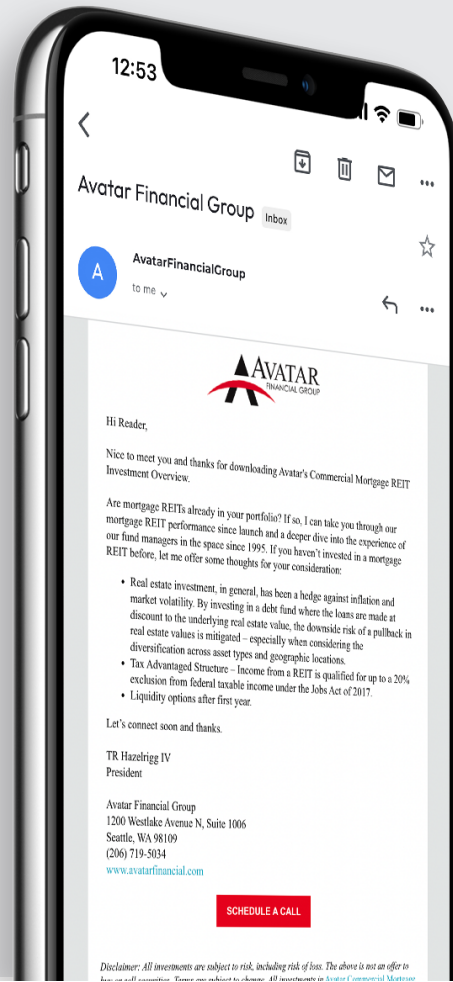
9.46% 10-YEAR RETURN*

9.23% 2020 RETURN*



Avatar Commercial Mortgage REIT
Let's put **your money to work.**

EMAIL AUTOMATION



Home | Works | REIT Performance | Mitigate Risk | About Avatar

Are commercial mortgages already in your investment portfolio?

Since 1995, Avatar Financial Group's investors have expertly managed commercial mortgage investments. Avatar Mortgage REIT is an excellent fit for investors seeking alternatives to traditional stocks and bonds for income replacement. Our lower volatility, consistent returns, flexibility, and tax advantages of our mortgage fund distinguish the opportunity.

[Download Avatar's Investment Overview](#)

How It Works

Avatar loans your capital to loans originated by Avatar Financial Group. This portfolio of loans includes a variety of commercial real estate asset types in geographically diverse markets with limited exposure and risk. Our superior performance to our peers is due to our geographical diversity and rigorous performance of others in the portfolio. Loans are sold to us in 100% cash, typically at 80% the property's value. Our due diligence process for borrowers is rigorous and would allow decades of investment management in the commercial mortgage space.

KEY BENEFITS

- RISK MITIGATION
- LIQUIDITY
- TAX-ADVANTAGED INVESTMENT
- EXPERT FUND MANAGEMENT

[Schedule a Call with Avatar's Fund Manager](#)

REIT Performance

Our latest performance numbers are strong – and the Avatar team can help you tap into this opportunity.

8.00%

PREFERRED DISTRIBUTIONS MADE MONTHLY IN 2021

[View More](#)

Mitigate Risk in the Fixed Income Portion of Your Investment Portfolio

CONSIDERATIONS
Investing in the equity of a debt fund which holds a variety of commercial loans offers more diversification, flexibility, and additional income streams. Commercial mortgage investors have risk of poor performance since product types and locations are diverse.

PROTECTION AGAINST MARKET VOLATILITY
Over time, commercial real estate has proven to be more stable when interest rates fluctuate than other investment classes. The long-term appreciation cycle of a real estate investment building up capital allows for property values to rise or income or other gains, which could be used for cash. Therefore, REIT funds can continue to provide an income stream to investors even in volatile times.

ASSOCIATED CASH RISK & MARKET RISKS
The maximum loss due to Avatar's Mortgage REIT is 10% of the assets under management. It is a fully regulated fund. The REIT's assets provide a hedge against changing real estate values and interest rates.

POTENTIAL TAX SAVINGS
Up to 20% of qualified net income may be excluded from taxable income of investors (plus 10% of 2017, which will be lower as investors will be able to take full advantage of this, the federal taxable income calculation is made on the individual investor level, not the investor fund level).

[Download the PDF](#)

100+ YEARS
Centuries of experience in the commercial mortgage investing and lending space.

\$1 BILLION
Avatar's principals have completed hundreds of transactions and placed billions in loans since entering the industry.

1%
Fund Management Fees to only 1% (plus incentives for the investor return exceeds 8%).

Disclaimer: All investments are subject to risk, including risk of loss. This offering is not an offer to sell or a solicitation to buy. All investments in Avatar Commercial Mortgage REIT are subject to risk.

LANDING PAGE DESIGN



**CONNECT
CREATIVE**

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Glendale, CA 91204

www.connectcreative.media