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**CONNECT  
PR SERVICES**

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## **C O V E R   L E T T E R**

With ample experience in all things CRE (Commercial Real Estate), Connect is well versed in spotting trends and working with clients to turn market insights into long-term communication and PR strategies.

Our team creates strategic solutions customized to fit our clients' needs. PR, when executed effectively can be utilized to safeguard and strengthen your organization stature through the media, social media, and external communications.

Connect will work with you to analyze your organization and identify the positive messages and transform those messages into campaigns that bolster your company's reputation.



PLEASURE  
IN THE JOB PUTS  
PERFECTION  
IN THE WORK.

**-ARISTOTLE**



## WHAT WE DO

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### **CONNECT PR SERVICES INCLUDE:**

- Tagline Development
- Value Proposition
- Website Copy
- Press Releases & Media Pitching
- Content Calendar Creation
- Thought Leadership
- Marketing Programs/Plans
- Product Launch Plans
- Social Media Strategies

# THOROFARE CAPITAL, INC.

Thorofare Capital, Inc. is a Los Angeles-based debt fund focused on commercial real estate lending on properties \$15 million to \$100 million financing transactions, targeting value-add and opportunistic acquisitions, recapitalizations, and distressed debt secured by transitional properties.

## Requirements

Thorofare engaged Connect to create a public relations program to bolster their strong transactional record in January 2020. When the market came to a halt during the coronavirus pandemic, Connect was able to engage press on the transactions that Thorofare was closing throughout the country and generate awareness of the different strategies, while guiding content creation, award submissions and wins, and thought leadership opportunities. Connect has generated hundreds of press mentions and exclusives for Thorofare, including for the opening of new offices, landmark lending milestones, individual transactions, and new lending offerings.

In December 2021, Thorofare Capital announced their acquisition by Callodine Group, a Boston based asset management firm. Callodine and Thorofare engaged Connect to pitch the announcement achieving placement in GlobeSt, The Commercial Observer, Bloomberg, Commercial Mortgage Alert, and more.

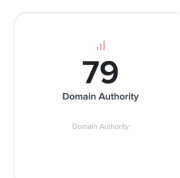
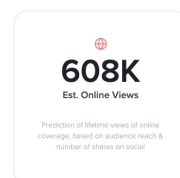
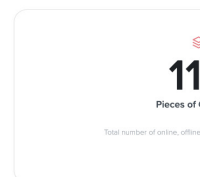
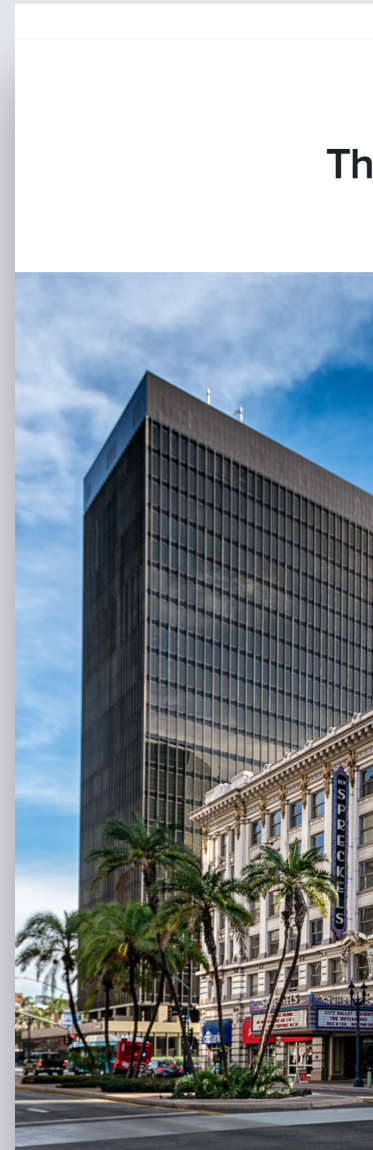
Connect continues to advise on media strategy, social media, and works with Thorofare to deploy targeted emails for closed transactions and recent press.

## Services

Public relations, Thought Leadership, Content Creation  
Awards Submissions, Advertising, Targeted Emails  
Social Media

"It is a pleasure to work with the Connect CREative team on our PR and social media programs. Connect understands our business and has generated exceptional awareness for our capabilities, team, expansion, and transactions throughout a time of great uncertainty in the market. The Connect team was an invaluable resource for Thorofare on our journey to becoming a national powerhouse lender."

**- Kevin Miller,**  
CEO of Thorofare




# EXPERIENCE

## Thorofare Press Coverage 2022



**Thorofare Capital, Inc.**  
1,739 followers  
6d · 🌐

Welcome to the **Thorofare Capital, Inc.** team, **Nicholas Krueger!** We are thrilled to have you.



We are excited to welcome **Nicholas Krueger**, as **Associate Director, Originations** in our **Los Angeles** office.

Welcome aboard, **Nicholas!**

**T THOROFARE CAPITAL**

👍❤️ 30

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**Thorofare Capital**  
Product/service  
A commercial real estate loan origination and servicing company. The firm focuses on \$5M to \$100M financing transactions.  
[linkin.bio/thorofarecapital](https://linkin.bio/thorofarecapital)

72 posts 509 followers 186 following

instagram.com

1:32

Thorofare Capital, Inc.

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1mo · Edited · 🌐

**Thorofare Capital, Inc. Funds \$69,200,000 #Multifamily #Construction Loan in #Phoenix**

**T THOROFARE CAPITAL** ACTIVELY LENDING NATIONWIDE

RECENTLY FUNDED  
**\$69,200,000**  
Construction Financing 207 Units Class A Multifamily Project  
Phoenix, Arizona

- Detachable Drive-Only Submarket
- 201,000 SF, 11-Building Property
- Strong Amenities & Angled Parking
- Strong Rent Growth and Absorption
- 3 Year Hold Loan Term, 4.5% LTV
- 100% Below 175

28

Like Comment Share Send

4 shares

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**Thorofare Capital, Inc. Funds \$17,000,000 #BridgeLoan for #SelfStorage Facility in Scottsdale, Arizona.**

**T THOROFARE CAPITAL** ACTIVELY LENDING NATIONWIDE

RECENTLY FUNDED  
**\$17,000,000**  
Construction-Completion Financing Class A Self-Storage Facility  
Scottsdale, AZ

- \$54 Unit, 70,525 SF Concrete-Controlled Storage
- Supply-Controlled North Scottsdale Location
- Fixed Rate, Interest-Only & Flexible Payout
- Publicly Traded REIT Property Management

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### Summary

**115**

Pieces of Coverage

Total number of online, offline and social clips in this book

**287M**

Online Readership

Combined total number of people that visit the websites featuring coverage

**8K**

Views

Number of online audience reach & views on social

**428**

Social Shares

Number of times the online articles have been shared on social media

**53**

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

**12**

Coverage that links

How many items of coverage contain at least 1 backlink to the website(s) you're promoting.

**9**

Authority

Authority

**4.4M**

Coverage Views

Coverage Views

**355K**

Monthly Visits

Monthly Visits

# EXPERIENCE

## CREW NETWORK

CREW (Commercial Real Estate Women) Network exists to transform the commercial real estate industry by advancing women globally. CREW is a united network of individuals with a culture of inclusion and belonging that inspires engagement, breaks down barriers and accelerates growth and collaboration for their chapters, members, and partners.

### Requirements

CREW Network was launching the CRE Pledge for Action, an industry-first, CEO-driven initiative to advance women, and elevate actions that encourage greater diversity. Connect was responsible for generating coverage across multiple vertices to promote the initiative.

### Services

Connect put together collateral for individual chapters, press releases, social posts, and emails for CREW to promote to their members and help with continued expansion in chapters across the country.

In 2021, CREW Network launched an industry-wide initiative to advance women and diversity, equity and inclusion in the industry.

“We partnered with Connect to assist with our communications and media relations efforts. Their Public Relations team went above and beyond to get us quality coverage, including in business publications such as Forbes. Together we have been able to increase awareness, growing the number of companies who have taken the pledge to nearly 100. We look forward to continuing working with Connect to transform the industry.”

#### - Laura Lewis

CREW Network Foundation  
Vice President.

## CRE Pledge Media



23  
Pieces of Coverage

Total number of online, offline and social clips in this book

413K  
Est. Online Views

Prediction of lifetime views of online coverage, based on audience reach & number of shares on social

18  
Social Shares

Number of times the online coverage has been shared on social

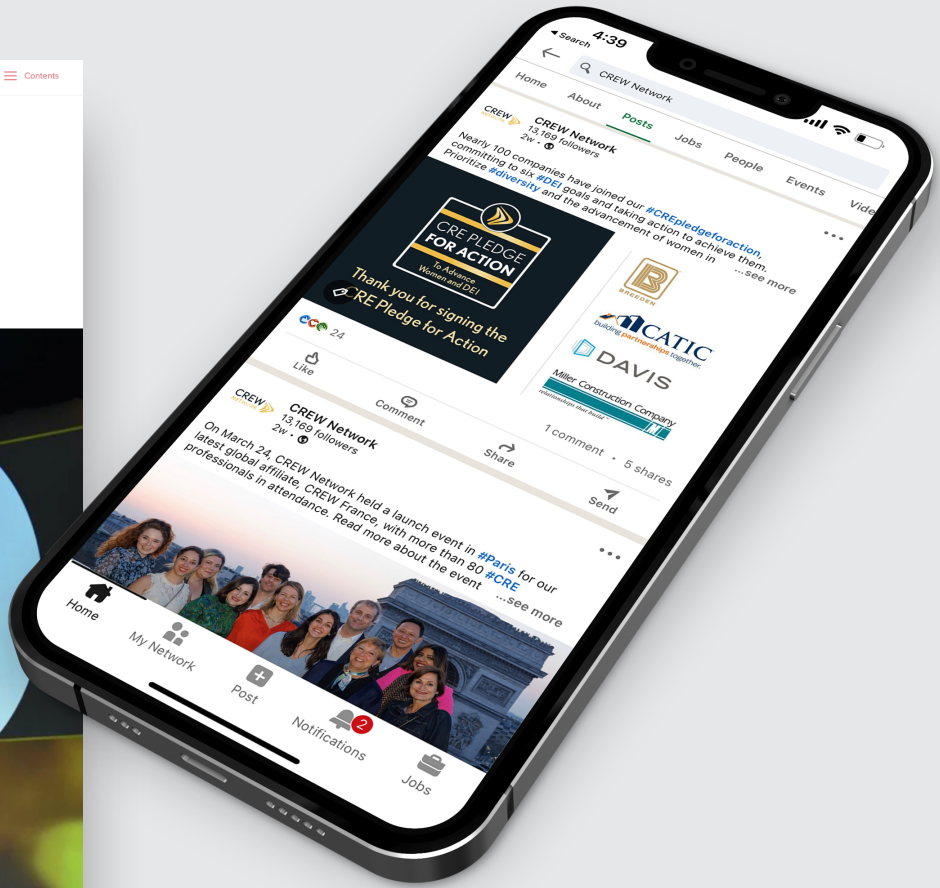


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# Pledge for Action 2021 Media Coverage



## Summary

**382M**  
Online Readership

Combined total number of people that visit the websites featuring coverage

**18**  
Social Shares

Number of times the online articles have been shared on social media

**69**  
Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

## Coverage

23 pieces of coverage in total

**66**  
Domain Authority

Unique Visits

**425K**  
Unique Visits

November 02, 2021 • ONLINE

**Bisnow**

[bisnow.com/national/news/top-talent/women-who-left-...](https://bisnow.com/national/news/top-talent/women-who-left-...)



### 3 CEOs Pledging To Advance Women And DEI In Commercial Real Estate

Robert Reiss Contributor



**A** growing body of research reveals that stronger business outcomes directly correlate with diverse teams and inclusive workplaces. However, commercial real estate, an industry serving many diverse populations, has a workforce that remains predominantly male and white. According to CREW (Commercial Real Estate Women) Network, the leading producer of research on gender and diversity in commercial real estate, very little progress has been made in the last five years. I decided to ask three CEOs in the commercial real estate industry about their pledges to advance women and encourage greater diversity, equity and inclusion (DEI) in the space and why it's important.

**The CEOs are:**

**Wendy Mann, CEO of CREW Network** - The premier business network dedicated to transforming the commercial real estate industry by advancing women globally.

**Mark Bann, CEO of Avcon Young** - A global commercial real estate advisor that creates real economic, social and environmental value.

**Larry P. Howell, CEO of TrizecHomes** - A commercial real estate company that provides commercial real estate services, development, and investment management.

**Reiss: What are you doing specifically as a leader in the industry to encourage more diversity in commercial real estate?**

**Wendy Mann:** CREW Network has launched the CRE Pledge for Action, an industry-first, CEO-driven initiative that is designed to advance women and diverse actions that encourage greater DEI in the commercial real estate industry. Pledge CEOs from leading commercial real estate companies have already made a commitment. By signing on, these progressive business leaders are pledging to take action and hold themselves and their employees responsible for implementing initiatives that advance women and DEI.

**Mark Bann:** The first step to encourage meaningful change in the industry is to be honest, to be accountable and to take action. The reality is that CRE is filled with people who represent a diversity of perspectives and thinking for the future and although efforts are being made, there is still a long way to go. Getting started is not the approach we are taking at Avcon Young, instead, for long-term, sustainable, culture and behavior change, the changes we make today must continue to have an impact tomorrow and that's why we are committed to making sustainable change both within our organization and throughout the industry. Recent leadership hires and appointments to our Board of Directors and Executive Committee have given us an opportunity to recruit experienced, talented, diverse individuals from diverse backgrounds, and it's exciting to see them. Things powered by people who are driven by a common purpose to create real economic, social and environmental value.



**C O N N E C T**  
**C R E A T I V E**

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