



Procida to speak at N.Y. Real Estate Expo Oct. 18th

September 24, 2012 - New York City

William "Billy" Procida, the 30 year real estate veteran whose career has included being New York City Developer of the Year, a nationally ranked general contractor, a fund manager, and investment banker has been selected to speak on the subject of redeveloping, repositioning and financing troubled assets at the 4th Annual New York Real Estate Expo. The event will take place on October 18th, at Alfred Lerner Hall on the campus of Columbia University.

Given that many of today's deals are "restarts" of projects Procida will address the complexities of restarting, redesigning, re-permitting and repositioning projects for today's market. Procida and his firm have completed over \$1 billion of such projects. The presentation starts promptly at 10:30 a.m. in the Broadway Room (2nd floor).

More than 3,000 people representing all facets of the region's commercial real estate industry are expected to attend this all day event. The NYC Real Estate Expo is one of New York City's full-scale, real estate expositions geared exclusively towards the real estate market and real estate related professionals.

Procida Funding & Advisors, LLC, is a commercial real estate lender and advisory firm providing bridge, mezzanine and equity financing through its 100 Mile Fund. Since 1995, Procida Funding has been specializing in commercial real estate and secured corporate lending and has successfully completed over \$2 billion in transactions. The firm utilizes its own capital as well as strategic capital partners. Procida Advisors provides due diligence and asset management services to financial institutions and private equity funds with a concentration on construction, bankruptcy, restructuring and marketing.

The firm's founder William Procida has been a prominent leader in the tri-state area real estate market for over 30 years, building over \$1 billion dollars in projects and financing more than \$2 billion dollars. In addition to being a media commentator, with frequent appearances on CNBC and Fox Business, he has received the New York City "Developer of the Year Award" and National Association of Home Builders "Pillar of the Industry Award." He has also authored over 50 articles on the subject of Real Estate.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540