



Applefield joins Mission Capital as a director in debt/equity finance group

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Mission Capital Advisors has added Gregory Applefield as a director in the firm's growing debt and equity finance group. Applefield, was previously with Eastdil Secured as a VP in its real estate investment banking group for eight years.

The appointment comes as Mission's finance business experiences tremendous growth with over \$1 billion of volume in the first half of this year for acquisitions, refinancing, recapitalization and construction projects.

"We are extremely excited about the addition of Gregg - a solid professional who can leverage our platform," said Jordan Ray, managing director and head of the debt and equity finance group at Mission. "We have worked hard to develop our business model and have been successful acquiring market share. Gregg has advised top tier real estate owners for his entire career and will be a huge asset to our existing clients and new ones."

Applefield will be responsible for business development and placement and execution of real estate capital on behalf of institutional investors and developers nationwide. Applefield has extensive experience with structuring, origination, credit analysis, marketing, bid process management, legal negotiation, and closing of first mortgages, A-Notes, B-Notes, mezzanine loans, and preferred equity for both single asset and portfolio real estate transactions and been responsible for leading deal execution.

"Mission Capital is a proven debt and equity placement platform which has completed numerous high profile transactions on behalf of many notable, institutional real estate companies," said Applefield. "As part of Mission Capital's continued growth, we will be expanding this team to the West Coast where I will be relocating in the upcoming months. I am looking forward to being a part of one of the leading financial advisory firms in the country and assisting in the growth of the platform."

His finance closings in 2011 and 2012 include: \$5.5 Billion in 46 transactions with 28 different lenders including domestic and foreign commercial banks, life insurance companies, mortgage REITs, CMBS, bridge, and mezzanine lenders.

Applefield, 30, received a B.B.A. in Real Estate and Finance at the University of Wisconsin-Madison.

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