



## Real estate finance siblings launch BIPS Podcast

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New York, NY Siblings Kimberly Zar Bloorian and Yaakov Zar have recently launched a new podcast titled BIPS, where prominent real estate lenders are interviewed to provide a peek into the lender landscape.

BIPS host Bloorian, formerly of Meridian Capital Group, runs KLOUD NYC, a marketing consulting firm for dominant commercial real estate firms, while co-host Zar is the CEO of Lev, a leading tech-enabled commercial mortgage brokerage. Both having real estate backgrounds, the siblings are able to help their audience better understand the lender landscape through weekly interview/round-table style podcasts. The siblings' rapport keep listeners engaged and chuckling.

Bloorian and Zar cover topics including, but not limited to, the lenders' preferred loan parameters, their borrower 'sweet spots', as well as lenders' specialties and perspectives on the market. Commercial mortgage brokers look to BIPS to learn about new lenders, while real estate owners and investors are introduced to new lenders with which to form direct relationships.

On BIPS, Bloorian said she and her brother, “Get into the minds of the leading commercial real estate lenders to understand their perspective of the market, what they lend on, and how to get deals done!”

“54% of CRE loans are closed directly with a lender,” learn more about the lending process with BIPS, your weekly insight into the lender landscape. In addition to their website, BIPS can be streamed on Spotify, iTunes and Anchor.FM.

For more information, email [info@bipspodcast.com](mailto:info@bipspodcast.com) or visit <http://www.bipspodcast.com/>

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