



2021 Ones to Watch: Sim Goldberg, Meridian Capital Group, Senior Housing and Healthcare Team

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Name: Sim Goldberg

Title: Vice President

Company Name: Meridian Capital Group, Senior Housing and Healthcare Team

What recent project, transaction or accomplishment are you most proud of?

I arranged the \$26 million cash-out refinance of a portfolio of four skilled nursing facilities in Nebraska, which was not a simple task given the challenges presented by COVID over the past year. The biggest difficulty was finding a lender who would be comfortable with such a large cash-out while the rest of the industry was largely on pause. We turned to a regional commercial bank that specializes in skilled nursing; they had confidence and trust in the borrower's strong track record in the senior housing space and saw the value in assisting their future growth.

Who was/is your mentor and how did s/he influence/help you in your career?

Ari Dobkin, a co-head of Meridian's Senior Housing and Healthcare Team. He has been my mentor since my very first day in the industry. His door is always open, whether that's to discuss something as specific as a deal question that I may have or just to talk strategy and opportunities at a macro level, and his understanding of the industry has proven invaluable to me throughout my career.

What did you want to be when you grew up?

I always knew I wanted to work in an industry that helped people. I didn't always know exactly how, but in college I began working with different special needs organizations and communities in all types of capacities, which led to healthcare. When I joined Meridian's senior housing and healthcare team, even though I was no longer working directly with patients, I saw that I was continuing along that path by helping quality owners and operators, who are well equipped to properly provide for the patients under their care, expand and grow their operations and footprint.

What led you to your current profession?

Prior to joining Meridian, I worked for a homecare agency for more than two years, spending my days in and out of all types of healthcare facilities. As my understanding of nursing homes and senior living operations grew, I had a conversation with Ari Dobkin about how I could offer hands-on experience and insight into what goes on behind the scenes. That knowledge has translated well to my current role at Meridian, as I more properly understand operators' goals, which has allowed me to assist potential lenders in getting comfortable with and seeing the value in our clients' turnaround deals.

Favorite quote:

"Whether you think you can or you can't, you're right." – Henry Ford

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