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Eastern Union Funding Launches New Affiliate Buyer Division Spurred by the Success of its Affiliate Brokers



(Howell, NJ – December 6, 2017) - Building on their highly successful Affiliate Broker Division that since inception just two months ago has signed up more than 1,000 commercial sales brokers at over 600 firms, Eastern Union Funding (Eastern), one of the most active commercial real estate mortgage brokerage firms in the nation, has announced the launch of their newest initiative: the Affiliate Buyer Division.

Working with these newly formed broker relationships, the Affiliate Buyer Division presents an extensive array of listings to both strengthen existing relationships with current clients and assist in bringing in new ones.

“Listings are public info -- what a buyer does with them is proprietary,” says Ira Zlotowitz, President of Eastern Union Funding. “The Affiliate Buyer Division will be prioritizing that information to open new opportunities for our clients by emailing them when a listing is posted by an Affiliate Brokers within vicinity of properties they own. The email will notify them of a new listing, the property type and who the sales broker is.”

With this new service, any client of Eastern will be able to log onto the Eastern Union app, merely fill in their buying criteria, including area and property type of interest, and receive a personalized daily email including all corresponding listings. As the app is further developed, clients will gain the ability to view listings within the app with an increased ease; simply swiping left or right to either receive more information or to choose to pass.

“With Simcha Greenwald spearheading the new division, the Affiliate Buyers Division has hit the ground running, and it doesn't seem like it will slow down anytime soon,” said Mr. Zlotowitz.

Real estate investors interested in benefiting from these services can contact Mr. Greenwald directly at (732) 740-7995 or via email at sgreenwald@easternuc.com

ABOUT EASTERN UNION FUNDING:

Eastern Union Funding (Eastern) is among the most active commercial real estate mortgage brokerage firms in the U.S., closing an average of \$3.5 billion in transaction volume annually. Serving as trusted advisors to real estate owners and working with over 100 capital sources, Eastern and its affiliates deliver a full range of financing products covering the entire capital stack: including traditional mortgages, bridge and structured lending, and equity capital, for all major property types including multifamily, office, retail, mixed-use, healthcare and industrial. To meet increasing demand and offer the best service in the industry, Eastern routes all deals through its unique Quotes and Term Sheets (QTS) Division. The QTS division provides clients with access to the best terms available in the market by processing each transaction and matching it with the right potential capital sources based on data about specific deal parameters. Eastern also operates a new Broker Affiliate Division, which leverages the firm's existing QTS underwriting infrastructure to provide investment sales brokers with cost-free and conflict-free financing leads, advice, and information. Eastern, a leader in applying technology solutions for real estate finance, runs a proprietary app now used by thousands of real estate professionals (and Eastern's own staff) to track deals in real time from origination through closing, follow up at the right times to eliminate inefficiencies, and access up-to-date market information