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Eastern Union Funding Hires Director of Business Development with Launch of New Affiliate Buyer Division



(Howell, NJ – December 13, 2017) - Eastern Union Funding, one of the most active commercial real estate mortgage brokerage firms in the nation, announced that Sol Katz has joined the firm as Director of Business Development for their Affiliate Buyer Division. Mr. Katz, who has a strong professional background in sales and marketing, will be assisting in developing the division, as well as leading all future Affiliate Buyer initiatives.

“Sol has the expertise, talent and meticulous attention to detail that will make him an essential member of the Affiliate Buyer Division at Eastern Union Funding, helping us build and implement the necessary protocols we need to service our clients to the fullest,” said Simcha Greenwald, Director of Client Relations at Eastern Union Funding. “We will be opening new opportunities for our clients by prioritizing commercial listings made available by our Broker Affiliates. Our clients receive an email when a listing is posted by an Affiliate Broker within the vicinity of properties they own. The email will notify them of a new listing, the property type and who the sales broker is.”

With Mr. Katz at the helm, clients will soon have the ability 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 with all corresponding listings. As the app is further developed, clients will gain the ability to view listings within the app with increased ease; simply swiping left or right to either receive more information or to choose to pass.

Katz says he looks forward to being a part of the growing Affiliate Buyer Division and enhancing our client relationships. “Affiliate Buyers provides the tools and technology through our app as well as support to our clients. I am honored to be spearheading the relationships in our division,” he said.

Sol will be working out of Eastern’s Howell, NJ office, side by side with Mr. Greenwald, and reporting to Eastern Union Funding President Ira Zlotowitz.

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.