

What if you had your eye on the pulse of the commercial real estate market right at this moment?

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CREDA A
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CREDA A, where it all comes together. Join us.

CREDAА

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Commercial Real Estate Distressed Assets Association

Industry Support, Education, Forums, News, Analytics and Solutions for Commercial Real Estate Distressed, Unstable, Toxic or Troubled Assets & Notes.

Why is CREDAА forming an association?

CREDAА's main objective is to help the industry maneuver through hard times by providing its members the highest value in the form of first rate education, personal participation and deal making collaboration.

Who is CREDAА?

CREDAА is a three dimensional thought leadership platform offering anyone interested or engaged in the acquisition, development, valuation, finance or disposition of distressed commercial assets & notes one central portal infused with ongoing Current Market Statistics and nationwide Accredited Property Listings; Top-of-Mind Education about the commercial real estate market and how to Gather Material Resources; current News and Views delivered in several mediums such as text, audio, video, podcasts, webinars, seminars, online training, face-to-face conferences & other futuristic formats; industry Networking; the Means to Bridge Together Key Resources; and Join with other like mind Professional Associates to support you in completing Full Cycle Deals in this extremely tough market.

Please contact us at 800-444-2424 or follow us at www.credaa.org

Introduction to CREDA



Do you sometimes get lost in information overload? **CREDA** is employing a sophisticated social networking platform in conjunction with high tech software that provides the most comprehensive, current commercial real estate data, daily news, comparables, and real time streaming information with member's ease-of-use as our paramount goal. The tools are easy to find, and easy to use.

CREDA was formed in 2009 for the purpose of introducing and educating our members, and the industry, at one central location to provide pertinent revival information, person-to-person networking services, and real solutions to the growing distressed commercial real estate marketplace.

CREDA is introducing a brand new platform that will assemble all the information, resources and essential tools the industry needs to analyze and simplify a complicated market with deal making solutions under one roof.

Why is **CREDA** important? The current economic crises is wide and deep. All the nation's issues cannot be met by **CREDA** alone. It is our belief that as we concentrate on the commercial real estate industry, we can make major strides at helping to minimize and shorten the current crises in the US commercial market at large, real estate being one of the largest components.

How will **CREDA** finance operations? **CREDA** has several cost centers planned that will generate financing to run operations and allow **CREDA** the ability to grow with the demand and changes in the industry: Membership dues, educational eLearning, sponsors, regional conference entrance fees, trade show booth exhibitors, and as a non-profit 501(c) organization, receive donations.

Mission Statement

CREDA is dedicated to discovering solutions for the troubled assets market, then to share, enlighten, educate and engage our member base and the industry on the current state of commercial real estate, distressed, toxic, unstable, troubled Assets or Non-performing Notes by using technology, seminars, lectures, symposiums, webinars, teleseminars, and other media to deliver high quality and pertinent industry news, views, content, analytics and analysis. We also support legitimate investors, brokers, lenders, industry professionals and sellers to communicate, participate and work together in on-going daily forums. **CREDA** will also provide member professionals a forum to promote themselves by listing their services to build national deal making teams.

Vision Statement

CREDA, as an association, will be a powerful information resource and community for the commercial real estate and financial industry. **CREDA** will effect positive change. Employing our mission to support and educate the industry and to help find win-win solutions, financial institutions, lenders, sellers, brokers, buyers and other professionals will utilize **CREDA's** platform to help move these assets from default into positive sales or investments. As a group, we will assist the economy by turning around our current bad debt into positive forward moving and viable vehicles in Commercial Real Estate markets.

Goals

To provide brokers, lenders, banks, investors and other CRE industry professionals all essential tools in education, solutions, and resources to help them negotiate in the acquisition, valuation, financing, and disposition of CRE distressed, toxic, unstable of troubled Assets and Non-performing Notes.

CREDA is leading the future of commercial real estate investing. Come lead with us.

Commercial Real Estate Industry Outlook

The commercial real estate industry has been significantly affected by the collapse of the credit markets caused in part by irresponsible lending and securitization practices. The cumulative effect of mark to market accounting and the reduction in asset incomes due to the economic downturn has created the perfect storm in the CRE markets, albeit a negative one.

Commercial real estate asset values have plummeted as much as 60% in the past 18 months. Cash flows continue to decline, vacancies are not backfilled with eager renters thereby triggering a landlord's willingness to offer rent concessions, which may violate a lender's loan covenants, just to keep or compete for tenants. Moreover, highly leveraged borrowers and record acquisition levels from 2004 to early 2008, many of which were financed through 5 - 7 year interest-only loan facilities, are soon to mature and must be refinanced.

This is on top of the record numbers of loans becoming delinquent and banks are exercising unprecedented leniency to stave off foreclosure action as long as possible. However, banks cannot handle the rising tide of defaults and are diligently working to discount mortgage notes to interested note-buyers to get these deteriorating assets off their books hoping to avoid the associated costs, fees and liabilities involved with taking possession and managerial control of the physical asset.

Currently our nation's financial institutions are struggling to:

1. Sell off mortgage notes
2. Short sell assets upon default; and
3. As a last resort, foreclose on the asset, then attempt to restructure or liquidate.

As such, a uniform belief that the largest transfer of commercial real estate ownership, perhaps ever, has just begun. A by-product of the above referenced "downward spiral" has been the creation of a new and vibrant marketplace dominated by distressed asset investors. Since the investor purchased the note at a deep discount, the investor puts itself in a "win-win" position. If the note performs, then the investor has successfully purchased a positive cash flowing asset. Should the borrower default, the note holder takes possession of the discounted asset with the strategic objective of adding value via capital or other improvements, then reselling at a strategically higher price point.

Since the downturn began in late 2008, institutional-grade investors, along with lenders, property owners and brokers with proven expertise in asset management and turn around, have been confused as to which program or direction to turn. These professionals, owners and investors comprise the heart of the CREDA member and projected member base.

An Opportunistic Market Like This Only Comes Around Every Few Decades... Or So.

CREDA A Is Just In Time



CREDA A founders, Scott Miller, Warren Samek and JW Najarian believe the timing for the release of its innovations are pinnacle to the future success of this industry. The marketplace is demanding web-based networking with industry peers in the distressed niche.

- Marketing costs are being scrutinized today more than the previous decade.
- Data and Analytics costs are prohibitive to the single professional or investor user.
- Non CREDA A marketing platforms depend upon historical data that have become obsolete in the current credit crisis.
- The CRE industry is now eager to embrace a more cost effective, more efficient transaction platform that incorporates forward-looking analytics, resources and education in an easy-to-find and easy-to-navigate portal.

Industry & Member Needs

There are specific industry member needs that our organization will satisfy.

At this point in the ongoing CRE crisis there is a plethora of data that can be accessed by doing heavy searches around the Internet, or there are fee-based service providers who will mine analytical data for you. However there is not any "one" place where you can get that pertinent data, news and analytics in "one" location; have the ability to discuss this information with industry peers; and disseminate additional information of your choosing... until now.

CREDA A will:

- Fulfill member and industry needs by sharing current information, connecting members to complimentary service providers & associates, then enable deal making opportunities that members may not have working alone.
- Allow for the free flow of the newest outside information, news, data and analytics to industry members.
- Support the industry by offering education that is pertinent to the troubled Asset & Note industry, and the Commercial Real Estate industry as a whole.

Insider Information

CREDA A has the ability to poll large groups of industry professionals to help the members and the industry get real-time data on what the professional and investor population is thinking at any moment in time.

CREDA A will help provide banks, investors, property owners, brokers and lenders critical information and solutions that will allow them to deal more effectively with troubled assets.



You Are Not Alone. Follow us at www.CREDA A.Org. It Updates Every Day!

Best of Breed Technologies

The CREDA User Interface will be a mix of "Best of Breed" Technologies. Although we are currently working with a system that is built on a Ning and Conventional Yahoo Server Platform; CREDA is working with a high level technology company to incorporate a possible mixture of Joomla, Wordpress and Infusionsoft technologies to more fully control the technology. Our fundamental value falls into 4 main value categories: Education, Connection, Enabling Tools, and Validation.

Value Component Overview and Enabling Technologies

Value Component	Feature	Enabling Technology
> Education	Education Center - Portal & Media	Flash, Video, DHTML, Big Sky
	Courses	Flash
	Events, Seminars, & Workshops	Events, Seminars, & Workshops
	Research & Analytics	RISnet, Big Sky Mine
	Media Center	Video, Webcast, Podcast, News
	Mobile Applications	Javviweb, AJAX Mobile API
> Validation	Course Certifying Distressed Asset Professional Designation	Flash, DHTML, and Learning Management System (testing)
> Connection	Social Media Area	Ning or Proprietary
	Location-Based Services	Big Sky Mine LBS
	Blogs: Member and Industry	Wordpress or Movable Type
	Events & Seminars: Live	Event Marketing and Management
	Mobile Applications	Javviweb, AJAX Mobile API, Ning?
> Enabling Tools	Location-Based Service	Big Sky Mine LBS
	RISnet: Find, Buy, Sell, and Plan	RISnet Argus TZ
	DealTeam Builder (LBS)	Big Sky Mine LBS
	Mobile Applications	Javviweb, AJAX Mobile API
	Customized Real-Time Search Engine	Big Sky Mine

Founders and Advisors

Founders

JW Najarian
President

Emerald Bay
Investments

Scott Miller
National Accounts Exec.
Fidelity National Title

Warren Samek
VP National Accts
Fidelity National Title

Advisors

Scott Barrie
Managing Director
Investcap Advisors

Cindy Brown
President
Commercial Quest NW

Ben Bullock
President
Securitized Real Estate
Capital

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Exeter 1031 Exchange
Services

Gary W. Goldstein
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The Goldstein Company

Karim Jaude
Dynamics Capital Group
President

Jim Krieger
Broker
Abide Corp

Frank MaGuire
Co-Founder of
FedEx & KFC

Carol Mastrofini
Senior Vice President
Fidelity National Title
Insurance Co.

Todd McKissick
RE Economist
McKissick & Company

James Mencini
President, Executive
Asset Manager
JMM Enterprises, Inc

Jerri Nachman
President/Sr. Nat'l Marketing
Electronic Theater

Michael O'Mara
Principal
Eastern Net Lease
Advisors

Alan Pollack
President
Delta Investment Group

Soheil Rabbani, CPA
Rabbani Inc.

Allen Safer
Integra Realty Resources
Managing Director

Bob Schecter
President
Development Managers

Jeff Smith
President
RISnet

Dave VerSluis
President
Sierra Consultants

Brent Williams
Founder
Multifamily Insiders

Technology expedites information in a compact dashboard with all the bells & whistles.

Join CREDA A Now!

By joining CREDA A today, you will become an integral part of a fast moving, forward thinking, leading industry association who will emerge as the foundation for the new Commercial Real Estate Industry.

Membership Application

Please review the back page for all membership categories and benefits. Fill out the following membership registration form and either snail mail, FAX or sign up online.

Name: _____ Title: _____

Company: _____

Address: _____ State: _____ Zip: _____

Date: _____

Credit Card: Circle one VISA MasterCard AM EX

Credit Card #: _____ Three digital code: _____

Name on Card: _____ Expiration date: _____

Billing address if different than address above:

Address: _____ State: _____ Zip: _____

Sign: _____ **Date:** _____

Please check any of the boxes below that pertain to you.

Commercial Real Estate

- Agents
- Brokers
- Lenders
- Investors
- Property Owners
- Engineers
- Appraisers
- Escrow and Title
- Architects
- Economists
- Financial Institutions
- Researchers

Financial Institutions

- Banks
- FDIC
- FNMA
- Freddie Mac
- Lenders
- Conventional
- Angel
- Private
- Fund

- Institutional Investors

Please sign, date and FAX to CREDA A at 800-444-2425 – OR – logon at www.credaa.org and link to Membership. Sign up at www.credaa.org/membership-signup.

Cut here and mail or FAX back to CREDA A

Sign Up Online at www.credaa.org/membership-signup

CREDA A Membership

CREDA A will provide three levels of membership. Free Content - Anyone engaged or interested in the acquisition, valuation, disposition or financing of distressed, troubled, toxic, failed commercial real estate assets or notes may join CREDA A at no cost and will receive the following benefits. Adding valuable features adds cost to the membership.

Levels of Membership

Free Membership: Social Media & More

- Featured Blog
- News and Video Feeds
- Blogroll
- Featured Member or Sponsor
- LBS Database Teaser
- Analytics Teaser
- Site and CREDA A Community Stats
- Google Fast Flip
- Finance & Real Estate Tickers
- Event Calendar
- Social Media Access
- Report of the Month Summary (From Analytics Services)
- Government Data
- Educational and Events Portal (general indexed web links for training and events related to Distressed Assets)
- Job Search and Featured Listings

Standard Membership – Paid membership (monthly amount TBD)

- All Free Content Features Plus:
- Location Based Referral Database
 - Specialized Real Time Search Engine
 - Specialized RSS Alerts
 - Discounted Education Course Access or Vouchers
 - Analytics and Analysis in Digestible Format
 - Research Reports Library (Non-Premium)
 - RII Snet Access with Step-by-Step Instructions
 - Interactive Charts Archive
 - CREDA A Bookstore and Reading List
 - Mobile Application: iPHONE, iPAD, BlackBerry, Android Google
 - Windows Mobile and Palm OS based.
 - Interactive Modeling Tools: Flash Applets

Premium Membership - Paid membership (monthly amount TBD)

- All Free Content and Standard Content Features Plus:
- Discounted Passes to Events, Seminars, & Webcasts
 - Access to All Education Courses
 - Premium Sponsor Banner & Profile in LBS
 - Approved to participate in CREDA A Marketplace to sell approved product, publication, or service
 - Free Access to All Analytics and Premium Reports
 - LBS DealTeam Builder Module in Referral Database
 - Profile Inclusion in CREDA A Investor Packets Product

Login: www.credaa.org

Either fill out the member application form on the other side of this page and FAX or mail to CREDA A or Sign Up Online at www.credaa.org/membership-signup.



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