

## **FIRST CAPITAL FUNDING, LLC BRINGS \$100 MILLION PRIVATE MONEY FUND TO CENTRAL TEXAS**

*Fund is Focused on Income Producing Commercial Real Estate*

**AUSTIN — October 14, 2008** — Industry Veteran J.P. Newman announced the formation of First Capital Funding, LLC, a Private Capital Lending Entity with \$100 million in funds available to lend immediately. First Capital Funding is primarily focused on private money commercial lending. All existing income-producing properties will be considered for senior bridge financing of \$250,000 to \$8 Million, up to 70% loan to value (LTV). In addition to direct origination, First Capital Funding is sourcing opportunities to structure senior debt in front of mezzanine or preferred equity financing. This is a great opportunity to complete the capital stack in situations where conventional financing is difficult to obtain or there is a speed of closure issue in this tight credit market.

First Capital Funding is a subsidiary of Principals Capital Funding, LLC that has been in business since 1995 and in the Austin Market since 2004. Newman explained that after 12 years of arranging private money equity, the current market conditions were right for the company to diversify and put new emphasis on arranging debt capital as well. “Given today’s credit market crisis, First Capital Funding is a natural extension of Principals Capital Funding’s equity business.... We are financing solid commercial properties with our investors and affiliates and growing their money through trust deed lending. We are focused primarily in Central Texas, which is one of the strongest and most stable markets in America,” said J.P. Newman, President of First Capital Funding.

The company will lend funds to income-producing real estate projects that include: Commercial Properties (Apartments, office buildings, industrial and warehouse facilities, Retail); Specialized Commercial Properties (such as hotels and retirement facilities, but only if the property is capable of alternate or general use); and in some cases Residential (non-owner occupied, and 2-4 unit). The amount First Capital Funding will lend on a property is determined by an

evaluation of several factors, including type of property, location, and borrower's credit history. First Capital Funding cooperates with Brokers.

“When J.P. Newman asked me to join First Capital Funding, I jumped at the opportunity because I understood how critical this type of business can be in this economic climate,” said Aaron Heth, Vice President of Business Development at First Capital Funding. “Current financial circumstances are making it difficult for people to obtain a conventional bank loan, whether it is due to capital market constraints or excessive conditions posed by banking institutions. First Capital Funding is helping people complete their real estate projects, which ultimately will help to strengthen the economy.”

#### **About First Capital Funding**

First Capital Funding, LLC is a Private Capital Lending Entity focused on private money commercial lending for real estate properties and developers. The company is a subsidiary of Principals Capital Funding, Inc. and is located in Austin, Texas.

#### **About Principals Capital Funding**

Principals Capital Funding Inc. ([www.pcapfund.com](http://www.pcapfund.com)) is a privately held investment firm specializing in the Acquisition and Equity, and Joint Venturing of Commercial Real Estate. Principals Capital Funding has been in business since 1995 and in the Austin Market since 2004. Principals Capital Funding has arranged over \$75 Million in financing and joint venture deals in the Austin area alone in its first 3 years. The company has offices in Los Angeles and Austin.

For more information on First Capital Funding, visit [www.firstcapitalusa.com](http://www.firstcapitalusa.com).

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