



The Loan Company e-Brief

Direct Portfolio Lender Since 1974

November 2010

Thank you for the opportunity to share general information relating to the commercial real estate finance industry and letting you know what's new at The Loan Company of San Diego. We value your relationship and believe better communication is another way we can serve you.

In This Issue

[Interest Rates](#)

[Recent Deals](#)

[Quote of the Month](#)

[Investment Opportunity](#)

The Loan Company of San Diego is a private direct lender serving San Diego for over 30 years, making smaller commercial real estate loans fast and easy. **WE HAVE THE MOST COMPETITIVELY PRICED PRIVATE MONEY IN SAN DIEGO COUNTY.**

Interest Rates



As of 11/02/2010

[11th Dist. = 1.66%](#)

[Prime Rate = 3.25%](#)

[USD 6 mo.LIBOR = 0.45%](#)

Click above for specific details on individual rates including graphs & charts

[Click for detail on all interest rates, including historical charts and graphs](#)



VALUE ADDED

The Loan Company offers some of the Lowest Private Money Rates in San Diego and we close loans in a matter of days.



"When we say we have low-interest loans, we mean we have very little interest in giving you one."

Recent Deals

\$190,000

Purchase 3 Unit Apt. Multi-Family San Diego, CA

\$275,000

Purchase SFR Investment Property Fallbrook, CA

If you need a real estate loan on investment property and want the best private money rates in San Diego with no hassle, then call the Loan Company. We don't just say we make loans at competitive rates, we perform according to your time line.

As the economy approaches the bottom of the real estate market downturn, now is the time to invest in the real estate opportunities available that can create immediate and substantial increased value. The Loan Company is here to help you make your investment opportunity happen. See how we have helped other investors: [Loan Company Closed Loans](#)



Capital financing becoming available again

By THOR KAMBAN BIBERMAN, The Daily Transcript
Tuesday, October 19, 2010

The capital markets are improving, transaction volume is slowly accelerating and even some financing is available for apartment construction, if not other assets.

These were a few of the conclusions reached Tuesday during a National Association of Industrial and Office Properties meeting at the Marriott Del Mar.

[Click to read the rest of the article](#)

**Click to see Loans
Funded by The
Loan Company**



"A leader is one who sees more than others see, who sees farther than others see, and who sees before others do."

Leroy Eims



Five Ingredients to Personal Growth

by John C. Maxwell

As any farmer knows, the growth of a crop only happens when the right ingredients are present. To harvest plentiful fields, the farmer has to begin by planting the right seed in rich topsoil where sunlight and water can help the seed to sprout, mature, and bear fruit. If any of the ingredients (seeds, topsoil, sunlight, or water) are missing, the crop won't grow.

Growing as a leader also requires the proper ingredients. Unless the right attitudes and actions are cultivated an aspiring leader will sputter and fail rather than growing in influence. Let's look at five basic qualities essential for growth in leadership.

- 1) Teachability
- 2) Sacrifice
- 3) Security
- 4) Listening
- 5) Application

[Click to read the full article in detail](#)

For More Info Click:

[Visit The Loan Company Website](#)

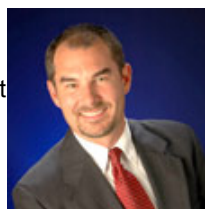
[See The Loan Company Marketing Brochure](#) or you can [email us](#).

INVESTMENT OPPORTUNITY
[Investors Interested in a Fixed Income Investment See attached information](#)



Integrity is the Cornerstone of Our Business

As a private direct lender, The Loan Company has built its business and reputation on integrity and steady, solid growth. Since its beginning over 30 years ago, The Loan Company has established quality in every dimension of the business. Treating clients the way we want to be treated is at the core of every transaction.



John P. Lloyd
President
[Resumé](#)

John P. Lloyd

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Add Jlloyd@theloancompany.com to your contact list so you can continue receiving our newsletter.