



A10 Capital Releases Innovative New Video

Boise, ID – January 21, 2013 - A10 Capital, a full-service nationwide lending business specializing in small to middle market [mini-perm commercial mortgage loans](#) recently released an eye-catching video that has generated a great deal of buzz on the internet.

“We decided to depart from the traditional motion capture format that usually prevails in our industry,” says A10 Capital CEO Jerry Dunn. “This innovative new animated format effectively communicates the importance of finding the right lender for value-add commercial properties in an entertaining and light-hearted way.”

“This video packs complex information into a couple of minutes that is fun to watch and easy to understand,” adds SEVP of Business Development, Ken Wilson. “It really reflects our approach to the business of [commercial real estate loans](#) and the special attention to detail that our clients receive on every transaction.”

The video features a CRE investor who finds himself enduring a frightening “fun house” ride while seeking a [bridge loan](#) for his un-stabilized property. Along the way, he encounters red tape, seemingly endless delays and a close call with an “invasive procedure” before finding A10 Capital. Any [commercial mortgage](#) professional or investor who has experienced “regulation mountain” or were forced to put all personal assets on the line while trying to qualify for a loan with the “Bank of the Universe” will identify with the hero of this piece.

See A10’s video featured on their YouTube channel at <http://www.youtube.com/watch?v=FgxRse2fbrY>

###

About A10 Capital

Founded in 2007, A10 Capital is a full service, nationwide lending business specializing in small to middle market commercial mortgage loans. Our core product, a mini-perm loan (also known as a [bridge loan](#)), features an intermediate term of 3-5 years that is often used to finance properties not yet in a position to obtain longer-term, permanent financing. A10 Capital's seasoned and proven team has closed over \$40 billion of [commercial real estate loans](#) and brings a track record of successfully operating in distressed environments dating back to opportunities arising from the Resolution Trust Corporation in the 1980s. For more information, visit www.a10capital.com.

Contact:

Cathy Clarke
CNC Associates
508-833-8533
cathy@cncassocs.com