



**January 2, 2018**

## **What Trends Will Impact Your Business in 2018?**

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**Wanda Pearson**  
**CEO**  
**RSA Mortgage**

Our pipeline is expanding with a wide range of deal structures reflecting the demands of our larger clients. We are negotiating terms with lenders for loans of \$30 million and larger, a trend we see continuing in 2018. This is driven by increased awareness of our expertise, extensive lending sources, creative perspectives and innovative financing solutions. There are more than one million units in the buildings owned by small and medium size landlords in New York City. They comprise a key component of the City's middle class housing stock and lenders understand the value of these assets and the revenue from stable rent rolls.