

## Mission Capital Advisors Expands Debt and Equity Finance Group With Director Gregg Applefield's Relocation to West Coast Office

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Gregg Applefield

Mission Capital Advisors, a leading national real estate capital markets solutions firm, announced that Director **Gregg Applefield** has relocated to the company's Newport Beach, Calif., office.

The move will allow the company to expand its ability to source, underwrite and structure commercial real estate transactions on behalf of West Coast-based owners, investors and developers.

In addition to the debt and equity placement business, Applefield's responsibilities will include sourcing and executing loan sale opportunities as well as UCC Public Sales.

In his new role, Applefield will continue to report to Mission Principal David Tobin and the co-heads of Mission Capital's Debt & Equity Finance Group, Managing Director **Jason Cohen** and Managing Director **Jordan Ray**.

"We're committed to growing Mission Capital's Debt & Equity Finance Group's presence on the West Coast, and Gregg is the ideal candidate to serve as our first originator in the Newport Beach office," Tobin said. "His vast knowledge of the market and deep relationships will be invaluable as we look to build on our success in this critical growth area."

Applefield has extensive experience with structuring, origination, credit analysis, marketing, bid process management, legal negotiation and closing first mortgages, A-notes, B-notes, mezzanine loans and preferred equity for both single-asset and portfolio real estate transactions. Prior to joining Mission Capital in June, Applefield served as Vice President at Eastdil Secured, where he structured and completed over \$8 billion dollars of closed debt, mezzanine, loan sale and UCC Public Sale transactions.

"Mission and its leadership have demonstrated an unwavering commitment to growing its Debt & Equity Financing business line, and it's an honor to serve as the firm's first originator in Newport Beach," **Applefield** said. "Over the past several years, the firm has positioned itself as one of the nation's best-in-class capital advisory firms in the industry, and I look forward to cementing that reputation on the West Coast."

Applefield graduated from the University of Wisconsin - Madison with a B.B.A. in both real estate and urban land economics as well as finance, investments and banking. He is licensed as a Real Estate Broker in the State of California, Salesperson in the State of New York, and also holds Series 7 and 63 licenses.

#### **About Mission Capital Advisors**

Founded in 2002, Mission Capital Advisors, LLC is a leading national, diversified real estate capital markets solutions firm with offices in New York City, Florida, Texas, California and Mobile, Al. The firm delivers value to its clients through an integrated platform of advisory and transaction management services across commercial and residential loan sales; debt, mezzanine and JV equity placement; and loan portfolio valuation. Since its inception, Mission Capital has advised a variety of leading financial institutions and real estate investors on more than \$45 billion of loan sale and financing transactions, as well as in excess of \$14 billion of Fannie Mae and Freddie Mac transactions, positioning the firm strongly to provide unmatched loan portfolio valuation services for both commercial and residential assets. Mission Capital's seasoned team of industry-leading professionals is committed to achieving clients' business objectives while maintaining the highest levels of integrity and trust. For more information, visit [www.missioncap.com](http://www.missioncap.com).