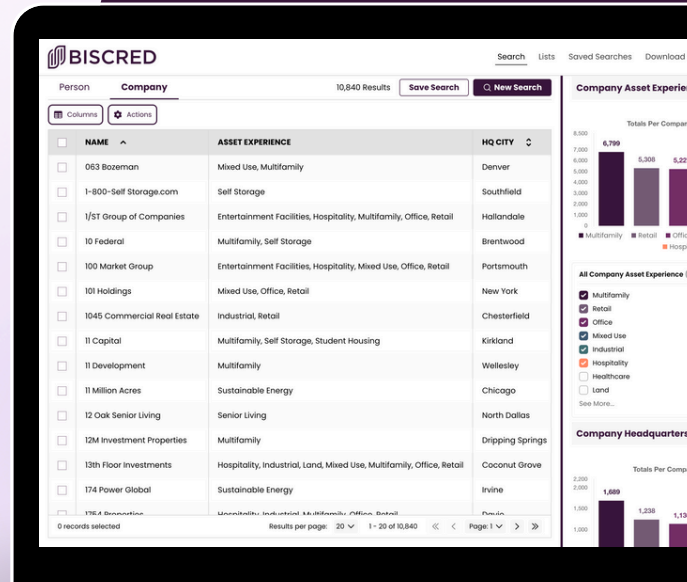


## CASE STUDY

# Qualified Borrowers Identified

Learn how our client leveraged CRE-specific industry and asset information to locate new borrowers who need financing.



## Challenge

A top private real estate lender needed to directly generate more meaningful and consistent interaction with borrowers. They had financing available but identifying new companies within their target persona became a bottleneck.

## Solution

Leadership used Biscred's commercial real estate database to discover qualified borrowers including owners, investors, developers, and operators who work in multifamily, affordable housing, or senior housing.

## Impact

Biscred's contact data immediately unlocked new opportunities. They were able to nurture and activate relationships with potential borrowers leading to \$20M in originations.



“Finding contact information for borrowers with Biscred is simple. It has saved us so much time and made hitting our targets much easier.”

**BridgeInvest**  
Assoc. Originations

# Solution Deep Dive

Leadership used Biscred to discover owners, operators and developers in the multifamily and affordable housing sectors. They identified key decision-makers to include in their email campaigns and digital advertising efforts.



**People Job Titles**  
Enter Job Title. +

**Company Asset Experience**

- Hospitality
- Industrial
- Infrastructure
- Land
- Life Sciences
- Mixed Use
- Multifamily

**Company Industries (5)**

- Private Equity
- Real Estate Investment Firm
- Real Estate Investment Trust (REIT)
- Developer
- Operator
- Architect
- Engineering

**All Seniority (6/8)** 20,421

- Founder 4,026
- Partner 3,523
- Chief Executive Officer 3,011
- Principal
- Chief Financial Officer
- Other C-suite
- Chief Operating Officer
- Chairman

See More...

**Search Summary**

Seniority

Totals Per Seniority

Seniority	Count
Founder	4,026
Partner	3,523
Chief Executive Officer	3,011
Principal	2,640
Chief Financial Officer	2,243
Other C-suite	1,734

**Save People to List**

Existing Lists | **New List**

List Name  
Multifamily Decision Makers

Clear selected results after submit.

Cancel Submit

## Discover

Biscred's criteria search makes finding decision-makers within commercial real estate easier than any other prospecting tool on the market. Select from CREspecific industries, company and contact asset experience, property count, and more to make sure your search always returns the right results.

## Identify

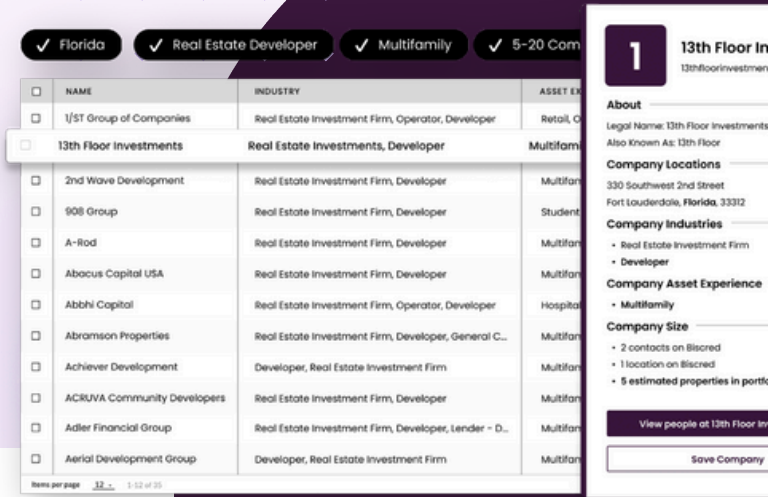
Identify key decision-makers from your target audience at a glance. Use the search summary tool to quickly view the breakdown of your results. Further, narrow your search by any filter criteria using the right panel.

## Target

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to cold calling Biscred makes it easy to smash your growth targets.

# At a Glance

Finding the right leads in commercial real estate is time-consuming. Learn more about how our product is designed to simplify CRE prospecting.



## Search Criteria Made for Navigating CRE

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to cold calling Biscred makes it easy to smash your growth targets.

### Industry

Developer, operator and 30 more

### Seniority

5 seniorities and 35 job titles

### Asset Class

Industrial, multifamily and 20 more

### Company Size

Number of employees

### Geography

Region, state, metro and city

### Property Count

Number of buildings

## The data points you need to drive growth:

- First & Last Name
- Email Address
- Phone Number
- LinkedIn Profile
- Job Title & Seniority
- Company
- Industry
- Asset Class
- City & State



“Biscred has increased the number of qualified leads within my ICP by letting me search by specific criteria like industry, asset experience, and property count. It’s a **huge upgrade to my targeting strategy.**”

### Director, Sales

Empowered Buildings

