



**VERTICAL**  
— CAPITAL —  
FUNDING PARTNERS

A Real Estate Capital Markets Firm



**JOHN GOSS**  
**PRINCIPAL,**  
**MANAGING DIRECTOR &**  
**CO-FOUNDER**

**DEBT • EQUITY • ADVISORY**

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Relationship Driven • Execution Focused

[www.verticalcapitalfunding.com](http://www.verticalcapitalfunding.com)

# WHO WE ARE

**DEBT • EQUITY • ADVISORY**

Vertical Capital is a boutique investment bank with a focus on debt and equity placement and financing both residential and commercial real estate. We invest in projects across the capital stack from Senior Debt to Equity. The principals of the firm have over 100 years experience in structuring and funding debt and equity with the goal of creating the lowest cost of capital for a given project. Our value proposition is simple. We have the ability to structure and fund transactions beyond the reach of traditional commercial and community banks that have historically served these markets. Speed, Service, Creativity and Innovation in Structuring transactions is what we offer.



**Building Relationships**

# VALUE PROPOSITION

Lead by the firm's Principal, Managing Director, & Co-Founder John Goss, and supported by a team of experienced capital market professionals, the firm has the depth and experience to fund those transactions that don't fit the typical commercial bank model. We will invest up and down the capital stack with the expressed intent that funding qualified projects should not be an uphill battle.

Vertical Capital provides the following:

- Senior and Subordinated Debt
- Equity - Direct, Common and Preferred
- Construction and Bridge Financing
- Permanent Mortgage Debt Placement
- Advisory Services with a focus on Debt and Equity Structuring
- Investment Opportunity Identification (Joint Venture or Participating basis)
- Real Estate Advisory



**John Goss**

Principal,  
Managing Director &  
Co-Founder

**RELATIONSHIP DRIVEN • EXECUTION FOCUSED**



A Real Estate Capital Bank

Vertical Capital has a strategic partnership with Firm Capital Realty Partners, a Toronto, Canada financial services firm, started 35 years ago, that manages in excess of \$5 billion in managed capital, mortgage credit and real estate equities, the firm is the funding source and capital backer for construction and bridge financing facilities.

Visit [www.firmcapital.com](http://www.firmcapital.com) for details

WHERE MORTGAGE DEALS GET DONE.®



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— C A P I T A L —  
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FOCUSED ON  
BUILDING CLIENT  
RELATIONSHIPS

DEBT




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ADVISORY

FOR MORE INFORMATION  
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