



# AAPLAUSE

AAPL MEMBER NEWS & UPDATES

## FLORIDA LEGISLATORS WEIGHING MORTGAGE REGULATION PROPOSAL THAT COULD IMPACT THE INDUSTRY



Florida's 2018 legislative session is underway, which means that for the next few weeks, Florida's lawmakers will vote on new laws and requirements that could potentially have an impact on the private lending industry.

There is a one specific proposal that warrants special attention and should be closely monitored throughout the remainder of the session. AAPL has already expressed its [opposition to this proposal](#).

### Florida Senate Bill 894 and House Bill 935: Mortgage Lending

Florida currently imposes licensure and regulatory requirements on various aspects of non-depository mortgage businesses, including mortgage loan originators, mortgage brokers, and mortgage lenders. Unless otherwise exempted, a person acting in such capacity must be licensed if the person takes part in making a "mortgage loan."

For residential mortgage loans, licensure is currently required if the mortgage is primarily for personal, family, or household use. Licensure is not required where the residential mortgage loan is made for a business purpose and is secured by a residential structure containing one to four units.

SB 894/CS-HB 935 proposes to amend the definition of "mortgage loan" to provide that a residential mortgage loan made for a business purpose will fall under the definition of a "mortgage loan." (continued)



Find the AAPL team or Private Lender magazine at the following events:

### LendItUSA

April 9-11 | San Francisco, CA

[Register Here](#)

### Think Realty

April 14-15 | Baltimore, MD

[Register Here](#)

### Activate Geraci

May 9 - 11 | Beverly Hills, CA

[Register Here](#)

### IMN East SFR

May 21-23 | Miami, FL

[Register Here](#)

\*Be sure to check on our online [event calendar](#) for other events and discounts!

# FLORIDA LEGISLATORS WEIGHING MORTGAGE REGULATION PROPOSAL THAT COULD IMPACT THE INDUSTRY



(continued from page 1) As a result, persons originating, brokering, or lending business purpose residential mortgage loans would be subject to licensure by the Office of Financial Regulation, unless otherwise exempt.

The bill also provides a definition of the phrase “hold himself or herself out to the public as being in the mortgage lending business,” as used in two exemptions provided in Chapter 494.

Although the traction of SB 894/CS-HB 935 seems unstoppable, it should be noted that in the 2017 legislative session, Governor Scott vetoed a bill that

was substantially similar to SB 894/CS-HB 935.

If these bills pass and become law, it will harm borrowers and force business out of Florida and into neighboring states including Alabama, Georgia, Tennessee, North and South Carolina, all of which exempt business purpose loans from licensing requirements.

This legislation would hurt Florida residents, its business community and negatively impact the state’s economic growth.

We hope you will help us by contacting your legislators and urge them to vote no on this legislation.

You can track the identical senate and house bill [here](#).

## EDUCATION COMMITTEE VACANCY

The American Association of Private lenders is recruiting a member to fill a vacated seat on the Education Advisory Committee, the term ends on June 9, 2019. The Committee was established to help AAPL build its educational offerings and to assist in reinforcing the framework of common principles and standards of practice that all members have committed to – the AAPL Code of Ethics.

AAPL believes education is a never-ending process. It doesn’t stop after earning a degree or starting a career. Through professional educational opportunities, career-minded individuals can constantly improve their skills. (continued)





## WELCOME MEMBERS!

**Let's roll out the red carpet for these new & renewed members, in no particular order:**

Ralph Kelsey, Whispering Winds Properties  
 Marcy Kanenson, Anmarc Business Lending  
 Justin Wenk, Temple View Capital  
 Alan Dooley, Grathia Corp  
 Greg Osborne, Bridge Capital  
 Eddie Gant, Jet Lending  
 Bryce Mason, Ameriquest Financial  
 Matt Guarino, Bridge Capital  
 Johnny Hays, Jet Lending  
 T. Guy Cook, Maryland Private Mortgage  
 Grant Havasy, Builder Fund  
 Jerry Bouchard, Hard Money Company  
 Michael Peart, Copper River Funding  
 Raymond Loughlin, Touchstone Capital Partners  
 Ricardo Uribe, LV Lending  
 Rob Barney, DHLC Mortgage  
 Thomas Rousseau, Lafayette Lending  
 Peter Spiro, Briscoe Funding  
 Thomas Standen, Note Servicing Center  
 Max McDermott, Secured Income Group, Inc.  
 Greg Hebner, Arixa Capital  
 David Lerman, CalUnion Funding

★ Please contact us if you don't see yourself listed here.



## EDUCATION COMMITTEE VACANCY

(continued from page 2) and become more proficient at their jobs. It is particularly important as members of AAPL in order to build trust and respect for the private lending professionals, and enforcing the Code of Ethics provides additional incentive for individuals to choose to do the right things.

The term of membership on the Committee is two years. However, should a member's AAPL membership expire they automatically resign from the Committee. Another applicant will be appointed at AAPL management's discretion to fill the remainder of the term.

AAPL Education Advisory Committee members may be re-appointed for one additional one-year term, however, in no instance will a committee member serve for more than four consecutive years.

Details about the practices and procedures can be found in the Practices and Procedures of the Education Advisory Committee.

Timeline:

- Applications are being accepted through Friday, March 16, 2018.
  - The candidate chosen for the committee will be notified by Wednesday, March 21, 2018.
  - The official announcement will be Wednesday, March 28, 2018.
- The application for appointment is downloadable below or you can print it from our website at [www.aaplonline.com](http://www.aaplonline.com).

## Private Lender Editorial Calendar

Feature/Theme:	Niche Strategies/ Bridge Lending	Loan Servicing	AAPL Annual Conference Preview	Risk
	May/June	July/August	Sept./Oct.	Nov./Dec.
Space Close (Orders due)	March 28	May 23	Aug. 1	Oct. 3
All Content Due	April 11	June 13	Aug. 29	Oct. 24
(Digital) Publication Date	May 16	July 18	Sept. 26	Nov. 14

\*Reminder: Ads and article titles for Private Lender magazine are due by Wed., **March 28th**. Email [PrivateLender@aaplonline.com](mailto:PrivateLender@aaplonline.com) your submissions or any questions.



## 2018 AAPL ANNUAL CONFERENCE CALL FOR TOPICS

It's that time of year again! AAPL wants to tap the collective knowledge of our membership and give you the opportunity to submit ideas for conference sessions that are substantive and timely. AAPL continues its dedication to providing business intelligence and networking events that cover a wide range of member company sizes and interests, but most importantly, address the issues directly affecting you every day.

Please take a moment to let us know your concerns, unanswered questions, or need for clarification on any subject matter that is important to you and your organization. What are the hot topics affecting your company? If you could get any speaker on state to discuss, dissect, explain, or even debate this topic, who would that be?



To learn more about the Call for Topics, visit [www.aaplconference.com](http://www.aaplconference.com) or call 913-888-1250.

## DON'T WAIT TO SPONSOR AAPL'S 9TH ANNUAL CONFERENCE



Several sponsorship levels are available to promote your brand and showcase new products or services to the private real estate lending community. AAPL's Annual Conference will be Nov. 4-6, 2018 at Caesars Palace. For the first time, in 2017, we sold out of exhibitor and sponsor spaces and that was a bigger exhibitor hall than we normally use! For the 2018 Conference, we are back into a smaller space. We're urging you to not wait until last minute to reserve your space!

Not sure which level is right for you? Call us (913) 888-1250 or email [sales@aaplonline.com](mailto:sales@aaplonline.com). Let's discuss your goals. Together we'll build the appropriate package to effectively deliver your marketing message.

## NOMINATION WINDOW OPEN FOR AAPL EXCELLENCE AWARDS



For those who attended last year's conference, you heard the announcement of the new award program. Now, the window is closing to get your [nominations](#) made!

We want to find the best, the brightest, the trendsetters and the stars of tomorrow in private lending! In addition to appearing in a feature for Private Lender magazine, AAPL Excellence Award winners and finalists will be honored at AAPL's 2018 Annual Conference, on November 4th. More information and the quick nomination form can be found by [clicking here](#).

## TOP PRIVATE LENDING PLATFORMS GAIN RECOGNITION

### Four of six 2018 finalists for LendIt Fintech Industry Awards' Top Real Estate Lending Platform are members of American Association of Private Lenders

LendIt Fintech Industry Awards, the leading event in financial services innovation, has named its 2018 finalists for recognition in 21 categories, including Fintech Innovator of the Year, Excellence in Financial Inclusion, Most Innovative Bank and Top Real Estate Lending Platform. Four of the six top lending platform finalists, ShareStates, PeerStreet, LendingOne and LendingHome, are members of American Association of Private Lenders (AAPL), the national organization representing the private real estate and peer-to-peer lending industry.

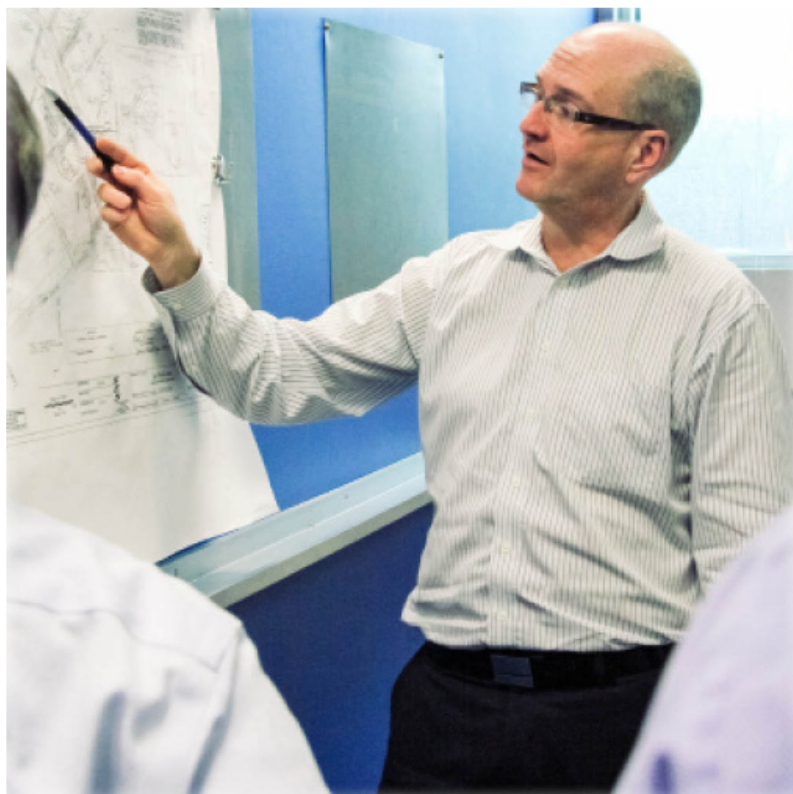
"It is no surprise to us that a high percentage of real estate lending platform finalists are AAPL members. Our members are forward thinkers who constantly work to better themselves, this industry and the clients they serve," said Linda Hyde, executive director of AAPL.

"Our members really do represent the best of the private lending industry. We couldn't be more excited for those who are being recognized as 2018 finalists for the LendIt Fintech Industry Awards," said Chrissey Breault, director of marketing and member services of AAPL.

American Association of Private Lenders (AAPL) is the national organization representing the private real estate and peer-to-peer lending industry. Its three core principles – Excellence, Ethics & Education – provide a foundation for the next generation of real estate capital, private lending. AAPL serves as a catalyst for industry growth by fostering awareness, promoting best practices and encouraging a standardized code of ethics for its membership. AAPL is part of Affinity Worldwide, a constellation of companies created to empower and support investors in the residential real estate industry.



## JANUARY MEMBER SPOTLIGHT • JEFF TESCH



Jeff's dedication to promoting transparency throughout the private lending industry, plus his tireless commitment to putting customers first, has earned him a spot in AAPL's January Member Spotlight. As an inaugural member of AAPL's Ethics Advisory Committee, Jeff leads by example and abides by all aspects of the Code of Ethics. He has placed a significant emphasis on developing company-wide processes that revolve around RCN Capital's customers – knowing where they stand from application through closing. As a result of his commitment to providing excellent customer service, RCN Capital has experienced significant growth in 2017 and was able to double its amount of total origination from the previous year.

**Which AAPL benefit do you MOST value?** The AAPL Annual Conference is a great event and always provides RCN Capital with a significant amount of new opportunities. However, what I value most about

AAPL is the fact that the association brings standards to our industry. AAPL plays such a critical role in holding private lenders accountable for their actions and has helped to remove a lot of the stigma that has surrounded our industry. Without AAPL, the private lending industry would continue to be like the Wild West and standards wouldn't exist.

**Why did you become a member?** As RCN Capital started to grow as a company, I wanted to begin building rapport with other folks in our line of business. I knew that becoming a member of AAPL would provide access to a higher caliber of private lending professionals and help facilitate relationships with the top lenders in the private lending industry.

**Why did you decide to enter the private lending profession?** As a real estate investor in 2010 after the melt down, I recognized the sheer amount of opportunities that existed with folks looking to invest in distressed properties that didn't have access to the capital they needed. Starting RCN Capital gave me the opportunity to use my real estate investing experience to develop the products that people needed but weren't able to get at that time.

**What are some accomplishments you are particularly proud of?** Taking RCN Capital from a small local lender in Connecticut to a national industry leader all while staying true to my vision, that customers should always come first and experience the highest level of customer service from first contact through closing, has given me great pride. Also, seeing the employees that helped build RCN enjoy the benefits that come with the success we have achieved is the greatest joy of all.

**What is your favorite book, and why?** My favorite book is *Alive: The Story of the Andes Survivors* by Piers Paul Read. It's about the Uruguayan rugby team whose flight crashed into the Andes Mountains in 1972 and had to survive on their own. I read it in college and that story has stayed with me ever since. It really showed just what you had to go through to survive.



## FEBRUARY MEMBER SPOTLIGHT • SUSAN NAFTULIN

Let's learn a little more about the Managing Member and Co-Founder of Rehab Financial Group, LP, Susan Naftulin:

**How long have you been an AAPL member?** 6 years.

**What AAPL benefit do you MOST value?** I get a lot of benefit from AAPL membership. The annual conferences are a great way to network and keep current with business trends. My AAPL Designations help put our clients at ease that they are dealing with an educated and accredited company. I use the member directory to refer clients to other lenders when they are looking for a loan product that my company does not offer or for a loan in a state where RFG does not lend. I also tune into webinars when a topic that I am not familiar with is covered.



**Why did you become a member?** I became a member when my company was new and I wanted to meet other lenders to create a peer group for myself.

**What is your favorite AAPL memory?:** The first year that I was asked to be on a panel that was all women. I met some of the most awesome, accomplished women. It was the first time I met women in the private lending space who were senior managers and owners.

**Why did you decide to enter the private lending profession?** After several years practicing law for a large Philadelphia law firm, I was approached about an in house job with a local, publicly traded mortgage lending company. They made me an offer I could not refuse, and as years passed, I gained more skills and expertise until I was ready to form my own company.

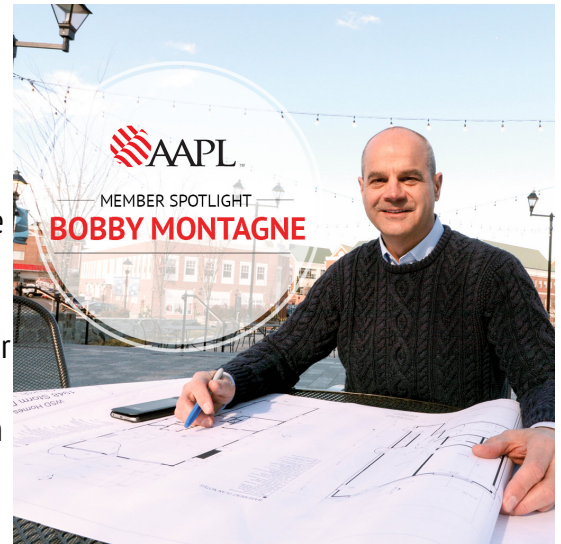
**What are some accomplishments you are particularly proud of?** Starting a lending company in 2009, in the wake of the mortgage industry meltdown and making it a success. I am also proud that RFG's customers universally compliment us on our professionalism in working with them to make their loans a success. Lastly, I am most proud that despite the fact that I have always worked full time, I have raised two wonderful young men who make me proud every day!

**What is your favorite book, and why?** "The Last Lecture" by Randy Pausch with Jeffrey Zaslow. This book continues beautiful life lessons that are wonderful at putting life in perspective and teaching appreciation for what you have, rather than being bitter about what you don't have. Also, the co-author, Jeff Zaslow, was a very talented author and good friend of mine in college. He has since tragically passed away, but I have only good memories.

## MARCH MEMBER SPOTLIGHT • BOBBY MONTAGNE

Meet AAPL member Bobby Montagne! Bobby is the CEO of Walnut Street Finance and has been an AAPL member since July 2016. He is also a CFM designation holder and a member of the AAPL Ethics Advisory Committee.

**What AAPL benefit do you MOST value?** It's not just me who takes advantage of what AAPL offers, my entire team loves all of the benefits that come with AAPL membership but have a true appreciation for the Annual Conference. Having all the players in the private lending industry come together every year provides a great platform to share ideas, make note of national trends in the real estate market and shifts in regulation – as we have started to see happen in certain states.



**Why did you become an AAPL member?** The reason I became an AAPL member is in the same vein as to why we enjoy the Annual Conference so much. I saw an opportunity for us to be part of a group of industry professionals that stays current with changing trends and regulations and enjoy the ability to tap into expertise and feedback that has proven to be very helpful for the growth of Walnut Street.

**What is your favorite AAPL memory so far?** My memory is not that of a specific event but more of a realization. When we were exploring the concept of pivoting from a development company to a private lender, we attended the 2015 AAPL Annual Conference to learn more about the industry and growth potential of this space. We learned so much at that event and clearly saw the untapped opportunities in the specialty finance arena. At the 2017 conference, my entire team noted how much the industry has evolved and how it is now positioned as a valid asset class. The large-scale institutional players, like Goldman Sachs, that are starting to enter the industry bolsters the credibility of this capital source.

**Why did you decide to enter the private lending profession?** There are several reasons that I entered the private lending profession, but one of the deciding factors was the vacuum that emerged after the Dodd-Frank Act of 2010. Under the stricter bank regulations, a massive population of skilled builders and developers were now non-fundable, which didn't make sense. Because their credit was dinged during the recession or they were looking to fix and flip projects that didn't fit within a bank's credit box, properties with amazing potential as well as builders and investors looking to make a living (and improve community quality in the process) found themselves stuck. Even those who could get institutional funding for flips couldn't act swiftly due to the drawn-out process of bank underwriting. Having been a builder and developer for over 20+ years I had a true understanding of the frustration that was felt across the board. I saw an opportunity to fill this vacuum and finance worthy projects and driven builders by founding Walnut Street Finance.

**What are some accomplishments you are particularly proud of?** One of the accomplishments I am most proud of (although self-serving) is our team. Company success starts with people – you can have all the processes and systems in place, but if you don't have the right people, who really care, then your business model is relying on luck. We're trying to influence our luck.

**What is your favorite book and why?** My new favorite book is *The Obstacle is the Way* by Ryan Holiday. This book reminds me that we have total control over our thoughts and more specifically our perspective. We can decide how to respond to every situation – good or bad – and how we allow that situation to positively or negatively affect us.



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# 2018 CONFERENCE SERIES



**INNOVATE** – Up & Coming Trends  
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**ACTIVATE** – Grow Your Business  
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