

PREMIER CAPITAL

ASSOCIATES, LLC

Former GE Execs Launch Premier Capital Associates

Bellevue, WA - Former GE executives, Jeff McKee and Greg Morris, teamed up once again to create ***Premier Capital Associates, LLC***, a national, full-service real estate investment company specializing in debt and equity finance for hospitality and other income producing commercial real estate.

Jeff McKee is a 17 year veteran of the commercial finance industry with over 12 years focusing on hospitality real estate finance. He previously served as Senior Vice President of GE Commercial Finance building a successful hotel finance division from the ground up. He also developed executive level relationships with the nation's top franchise companies. "It was a rewarding challenge building a hotel finance division from nothing to over \$1.7 billion in loans", says McKee. "Now is the right time to build ***Premier Capital Associates, LLC*** given our deep relationships in the industry and wealth of experience." Jeff has been quoted and published in several hotel industry periodicals over the years and has been a frequent participant on hotel industry panels.

Greg Morris is a 10 year veteran of the commercial finance industry with over 9 years focusing on hospitality real estate finance. He previously served as Vice President of GE Commercial Finance, Franchise Finance developing relationships with many of the nation's top hotel ownership and management companies, providing unparalleled commitment to meeting customer needs. "I have built so many great relationships during the last nine years. Now I can build on those relationships, expand my product offering and grow ***Premier Capital Associates, LLC*** into a nationally recognized source for financing" added Morris. Greg was consistently among the top five loan originators his entire career at GE Commercial Finance, funding over \$600 million in hotel loans, and President's Club winner each of the past four years. He has participated on several hotel industry panels over the years as well.

The same great service and industry expertise, which many hotel owners relied on in the past, is back under one roof at ***Premier Capital Associates, LLC***. We provide access to capital with passion, commitment and accountability.

Premier Capital Associates, LLC is located in Bellevue, Washington with relationships across the United States. To discuss your capital needs immediately, please contact either **Jeff McKee** at 425-957-0600 or **Greg Morris** at 425-957-0700.