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Attention: Financial/Business Editor

News Advisory

Equities First Holdings, LLC signs agreement with Golden State Mortgage (GSM) Capital.

Indianapolis, IN — Indiana-based Equities First Holdings, LLC continues to expand its presence in the national financial arena by forming a strategic alliance with Golden State Mortgage (GSM) Capital, to provide securities-based lending services to its clients seeking new or refinanced home loans.

GSM Capital is a financial services company specializing in “alternatives to mortgages.” In business since 1989, GSM Capital is recognized as one of the largest specialty retail and wholesale originators in California, offering consumers and brokers programs that allow clients to convert future equity in homes, stocks and securities into cash today

Equities First Holdings founder and financial entrepreneur Al Christy Jr. states, “In today’s uncertain economic environment, access to financial markets, particularly from banks and lending companies, has become more difficult. Our securities-based loan allows a borrower to access liquidity at below market rates by using securities that they own as the collateral for the loan.”

Equities First Holdings has made hundreds loans, ranging in the millions. The alliance agreement states that GSM Capital will recommend Equities First Holdings’ securities-based loan product to its clients as an alternative to traditional means of financing.

Equities First Holdings, LLC is a full-service, private, nonpurpose lender that specializes in securities-based lending with investors in need of prompt funding. Equities First Holdings provides terms based on its evaluation of the risk and future performance associated with the stocks, bonds or U.S. Treasuries to be pledged as collateral to maximize and maintain complete, yet proprietary flexibility of the equity-loan process.

Equities First Holdings has executed successful stock-lending transactions involving the American Stock Exchange, NASDAQ National Stock Market, NASDAQ Small Cap Stock Market, New York Stock Exchange, Over-the-Counter Bulletin Board and several foreign exchanges.