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Attention: Financial/Business Editor

News Advisory

Equities First Holdings Signs Agreement with 7th Heaven Properties.

Indianapolis, IN – Equities First Holdings, LLC, and 7th Heaven Properties extend their global reach with a strategic alliance that will assist buyers and sellers of Caribbean property in the UK, Europe and other international markets.

7th Heaven Properties is a Web portal that offers specialist advice and free online listing services for developers and individual sellers who wish to advertise and promote their Caribbean properties. The portal is part of the London-based Caribbean Marketing Company, which assists businesses in the region by cultivating new customers overseas and helps international firms target Caribbean customers.

“Equities First Holdings offers a unique financing advantage to our customers by allowing customers to borrow against the value of their securities at below-market rates of 3% to 5%,” said Walter Zephirin, founder of Caribbean Marketing Company and a St. Lucian national. “They lend on a worldwide basis, which fits very well with our global presence.”

Al Christy, Jr., founder and president of Equities First Holdings, knows that while access to liquidity through traditional capital markets is difficult in today’s uncertain economy, his company’s security-based loans enable borrowers to access liquidity at below-market rates by pledging the securities they own as collateral for the loan.

“The Caribbean has excellent products and value to offer, and with a growing segment of UK and European investors buying second homes abroad, 7th Heaven Properties will be invaluable in exposing investors to the benefits of investing in the Caribbean,” said Christy.

Despite the credit crunch, the UK property market has seen sustained growth where today one in four UK residents owns property outright, and residential property accounts for more than half of all UK assets. In addition, 211,000 households own second homes abroad, and growth in this market is rising at four times the rate of the UK domestic real estate market. The alliance will present Equities First Holdings to potential Caribbean property investors as an alternative to traditional means of financing through a Web link on 7thHeavenProperties.com.

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.