

# Commercial Finance Innovator Creates New Ways to Help Businesses Grow

*Kris Roglieri and His Conglomerate of Finance Companies*

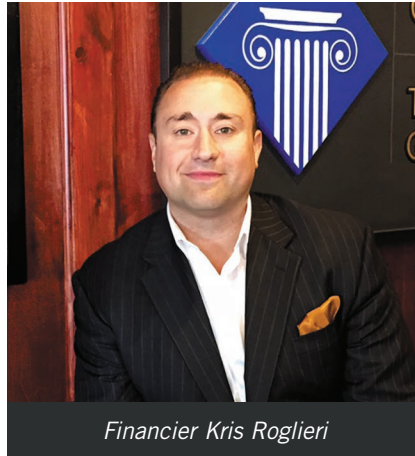
New York financier Kris Roglieri could be considered one of the nation's most productive job creators. Through his pioneering commercial lending companies, Roglieri has helped more than 50,000 businesses raise the capital they need to expand and grow, generating jobs and improving the economy along the way.

As the founder of four industry-leading companies, Roglieri says he saw opportunity 20 years ago for a financial leader in the commercial lending market who could "think outside the box." He founded Prime Commercial Lending, Commercial Capital Training Group and The Finance Marketing Group and co-founded Durham Commercial Capital to help hard-working entrepreneurs who were being turned away from banks.

"We've created a one-stop shopping approach for commercial clients," he says of Prime Commercial Lending, which has financed more than \$1.4 billion in loans since its inception 17 years ago. "Our products offer customized solutions for businesses and commercial real estate investors. We go beyond credit scores and history to look at what the future holds for a company. Because we don't have the heavy regulations of a bank, we can meet our clients' needs."

## Helping Entrepreneurs by Creating Entrepreneurs

Roglieri says his experience in the commercial lending sector led him to



*Financier Kris Roglieri*

pursue new opportunities to help grow the industry and serve its clients better. As a result, in 2009 he founded Commercial Capital Training Group (CCTG), now one of the leading education programs for commercial loan brokers, and The Finance Marketing Group, one of the only digital marketing companies dedicated to commercial lenders.

With more than 600 graduates, CCTG is one of the few formalized training programs available for individuals to learn commercial lending as a pathway to owning their own finance brokerage companies. The course gives participants the opportunity to learn the industry from veteran financial experts and Roglieri himself, to be introduced to top lenders, and to understand how to set up and market their own unique brokerage business.

"We are not only helping entrepreneurs, we're creating them with our CCTG graduates," says Roglieri. "The area of commercial lending is growing rapidly. There's a strong need for new brokers."

## Financial Knowledge Provides an Edge

In addition, Roglieri's marketing business, The Finance Marketing Group, has attracted a list of top commercial lenders who could not find the expertise they needed in commercial lending from ordinary digital marketing companies.

"We understand the commercial lending business, so lenders don't need to educate us on how to market their products," he says. "Our expertise sells itself."

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Roglieri's fourth successful venture, Durham Commercial Capital, has become a leader in the non-recourse factoring marketplace, where "factors" purchase the accounts receivables of client companies to keep their cash flow moving.

"When it comes to lending, we are the answer for small business owners," says Roglieri.



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