

PRESS RELEASE

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7th Heaven Properties Signs Agreement with Equities First Holdings

7th Heaven Properties and Equities First Holdings, LLC 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.

“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.

7th Heaven Properties is a leading Caribbean property website, listing real estate for sale from across the Caribbean islands. The site aims to provide a medium for Caribbean real estate agents and property developers to advertise their properties online and for potential buyers to search for both property and land for sale, from luxury villas in Anguilla to affordable apartments in investment hot spot Panama. The site is operated by [Caribbean Marketing Company \(CMC\)](#). CMC is based in London and is registered in the UK. The company assists Caribbean organisations to reach new customers in the UK, Europe and beyond through on and offline marketing and the development of strategic alliances. Through partners, CMC also offers access to financing for large-scale projects requiring significant investment, such as new property developments in the Caribbean.

For more information, please contact **Walter Zephirin**.