

My Toronto CREW PROFILE



Debrah Menashy

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Where do you work and what is your role there?

I am the Director, Originations at CWB Maxium Financial and work in business development, mainly with privately owned corporations from a wide range of industries. I work with large and mid-sized companies not only in Toronto but across Canada, helping them find financial solutions to their real estate development and improvement projects..

What areas of commercial real estate do you specialize in?

I have 18 years of experience in commercial financing, primarily servicing the Office property market. I work with building owners, tenants, asset managers, and property managers to arrange financing for building improvements, leasehold improvements, interior design, office furniture, and green retrofits.

What do you find is most challenging or satisfying in your role?

Connecting with key decision-makers is critical. I want to tailor each arrangement to the specific needs of my client, so it is important to get the chance to talk with the key decision-makers about their plans. A cookie-cutter approach is not going to make sure the solution aligns with their project's needs; I can present a viable solution that meets their unique requirements once we take the time to talk through each project.

I believe the fact that we provide the customization of a smaller shop with the experience of a big financial institution is why we get repeat customers—and that is very satisfying.

How long have you been a CREW member and what do you get most out of being a member?

I joined Toronto CREW in January 2015, and people have been very receptive and open to meeting and networking. I've developed a better understanding of the players and market conditions in Toronto real estate, and I look forward to having more opportunities to build relationships.

I would like CREW members to call me whenever they need . . .

Information on financing and how it can be used or general industry insight; I am resource and I want to share my expertise.