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Spurred by Global Investors, Park Madison Partners Sees New High Coming in 2014 for Capital Flowing into Private Equity Real Estate in the U.S.

Interviewed on IREI's Shop Talk radio podcast, Nancy Lashine discusses the changing landscape of private equity real estate and where to find the best risk-adjusted returns

New York, March 4, 2014 – Park Madison Partners' Nancy Lashine went on [Institutional Real Estate, Inc.'s](#) (IREI) *Shop Talk* radio podcast to discuss the fundraising environment for private equity real estate as well as what sectors and geographic regions will offer the best real estate investment opportunities in 2014 for institutional investors. *Click [here](#) to access the interview.*

Lashine, Managing Partner & Founder of the New York-based real estate placement and advisory firm, sees more capital going into the real estate sector this year than at any time over the last five years.

However, she notes that how money is being put to work is changing dramatically. As a result, she says, the most important trend in private equity real estate today is direct investing, including co-investing and joint ventures, where investors are trying to take back control of their investments, both in terms of fee structure and terms as well as the types of investments being made. This trend toward direct investing inevitably favors smaller managers, she adds, because they can move beyond the buy-the-market strategy that large funds are likely to pursue and focus on a smaller number of attractive, opportunistic investments.

Although the U.S. is still the predominant source of real estate fundraising overall, capital being deployed here is increasingly being raised from global sources, including sovereign funds and Asian investors, particularly from South Korea, as well as high net worth investors seeking a safe haven and the benefits of a strong dollar. That trend will continue to benefit gateway cities like New York, San Francisco, LA and Boston, where the boom in demand for office space from the technology and media sectors brings attractive risk-adjusted returns in many buy-and-upgrade projects.

Looking ahead, Lashine sees the big question as the eternal search for attractive exit strategies, particularly in an environment that may be poised for higher interest rates. As a result, some investors are looking outside of the core markets in the U.S. for investments that are likely to be overlooked by big funds, or looking to Europe for opportunities there.

But, whatever the sector or geography, Lashine notes that smaller funds have an edge in changing markets precisely with their ability to target attractive opportunities that demand less capital – and entail less risk.

About Park Madison Partners

[Park Madison Partners](#) is a New York-based real estate placement and advisory firm focused on the global real estate private equity and private funds industry. Park Madison Partners was founded to offer clients capital raising and strategic consulting services with a high degree of customization, integrity and accountability. The firm provides a relationship-driven approach to structuring and marketing assignments and offers its clients access to institutional investors across North America. Park Madison Partners is a member of SIPC-FINRA and is certified with the Women's Business Enterprise National Council.

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