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## **Park Madison Partners' Gentry Hoit Speaks at Real Estate Capital Markets Conference in New York**

**New York, NY, February 2, 2015** – Gentry Ashmore Hoit, Partner at [Park Madison Partners](#), joined a panel of prominent real estate professionals at the annual [Real Estate Capital Markets Conference](#), co-hosted by [Columbia Business School](#) and [Goodwin Procter](#). The event was held on January 30 in New York City.

This invitation-only event brings together a sophisticated audience of real estate fund managers, REIT executives, real estate investors and investment bankers. Ms. Hoit joined a panel of industry leaders in the real estate capital markets space to discuss the trends that will drive real estate capital raising in 2015 and beyond.

“I am honored to have been part of this important industry event,” she said. “The institutional real estate market is rightly focused on trends in capital raising and shifts in the expectations of private equity sources. Equity is plentiful in the market, because investors can find yield in real estate. Many investors are now open to investing in formats like joint ventures, separate accounts and co-investments, in addition to or instead of more traditional co-mingled funds. This means that our clients, real estate managers, now have more options to capitalize their businesses and deals.”

Ms. Hoit added, “Park Madison Partners continues to see strong interest from institutional investors on ways to access appropriate real estate investment opportunities in the U.S. and key global markets like Europe and parts of Latin America while looking to ensure the potential for strong returns across the risk spectrum from core to value-add to opportunistic strategies going forward. We look forward to another successful year in fundraising, with an aggregate of \$1.3 billion in capital raised in 2014.”

## **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.

For further information, please visit [www.parkmadisonpartners.com](http://www.parkmadisonpartners.com)

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