

November 6<sup>th</sup> 2020

## **HLC Equity Launches Direct-To-Consumer Investment Platform: HLC Direct**

*HLC Equity will now offer private investors the opportunity to invest alongside HLC Equity in institutional quality real estate deals. Backed by HLC Equity's 70-year, multi-generational track record of investing and managing real estate, HLC Direct will focus on the acquisition of opportunities in multifamily and other sector-specific investments. Investors will also be able to take part in joint ventures with leading industry players alongside HLC Equity.*



*Above: HLC Equity's Republic Deer Creek Property, a 336-unit "Layers-managed" multifamily property, located in Fort Worth, Texas*

**Pittsburgh, PA** – HLC Equity, a leading real estate investment and management firm, is pleased to announce the formation of a direct-to-consumer real estate platform targeting high-growth and core investment opportunities. The platform, [HLC Direct](#), will offer private investors the opportunity to invest alongside HLC Equity in institutional quality real estate investments managed by the HLC team.

HLC Equity's current investors include private equity real estate companies, family offices, wealth advisors, and executive-level, high net worth individuals. Through the HLC Direct platform, HLC intends to further expand and deepen the firm's relationship with individual investors.



"We created HLC Direct as an extension of HLC Equity's longstanding industry relationships with leading firms and investors.

Utilizing automation and other modern technologies, we view this as an opportunity to boost our direct relationships with individual investors who are interested in investing in hard assets with attractive upside potential, but who traditionally do not have access to the types of transactions that we invest in," said Daniel Farber, CEO of HLC Equity. He continued, "The principals of HLC Equity are heavily invested in all of our projects, and instead of individual investors investing in third party platforms, we are breaking down those barriers and offering investors the opportunity to make passive investments directly with us."

HLC Direct will build upon the legacy success of HLC Equity which has owned and operated over 7 million square feet of multifamily, retail, office, and industrial real estate. HLC Equity has a stellar track record, a top-level executive team, and has weathered several different market downturns over the past 70 years. Prospective investors will have access to a formal HLC Equity investment packet.

HLC Direct will take advantage of HLC Equity's innovative hybrid operating model and brand called "[Layers](#)", which provides community-focused living experiences with modern lifestyle perks such as serviced apartments, tailored membership, and hospitality benefits.

Additionally, HLC Direct benefits from the firm's global real estate and technology conference, [PropTech360](#), which HLC became the founding sponsor of in 2018. Held each year in Israel, the conference presents an opportunity for global real estate and technology leaders to gain exposure to the booming Israeli tech scene, while providing access for Israeli real estate tech companies and corporates to international markets. The event provides a global platform for real estate owners and operators, corporations, start-ups and VCs. Through HLC's sponsorship of the PropTech360 platform, HLC Equity builds strategic partnerships and investments with leading tech companies.

At the initial stage, HLC Direct will target US-based accredited investors. However, as the platform develops, the goal is to expand the investor base and offer investments at thresholds that are attainable for everyday investors. Farber, an advocate for the democratization of investment opportunities for everyday investors, is hopeful that the SEC's recent decision to broaden the qualifications for accredited investors could dramatically change the way private investment resources are allocated.

In August 2020, SEC Commissioners voted to expand the definition of an "accredited investor" to include a larger pool of qualified participants. This decision is widely expected to bring significant new capital to private markets and institutional real estate offerings, which have historically outperformed private markets over the past few decades.



"Today's investors are looking for access to solid alternative investments to hedge against the stock market's volatility.

Additionally, they want to know the story behind who they are investing with and to take part in that story, while also ensuring that the values of the group managing their investments align with their own values. We view this as a long-term strategy to build up meaningful relationships with investors who want to join us on this journey, while passively investing in one of the most sought-after asset classes that exists."

To learn more about HLC Direct, visit [www.hlcequity.com/direct](http://www.hlcequity.com/direct).

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## About HLC Equity

At the cornerstone of HLC Equity lies a culture that thirsts for impeccable work ethic, innovative entrepreneurship, fundamental analysis, and dedication to the community. Today HLC Equity is a forward-thinking real estate group with over 70+ years of experience in the real estate investment business. HLC Equity has acquired, managed, developed, and repositioned real estate in over 25 states throughout the USA, having owned and managed over 7,000,000 gross square feet of commercial, residential, and development land. Learn more at [www.hlcequity.com](http://www.hlcequity.com).

## About Layers

Layers is a full-service, vertically integrated property management company. Backed by an established, multi-generational real estate owner, the Layers team understands what owners need while also delivering value to the resident. The Layers brand has developed a unique hybrid operating model that integrates traditional and serviced apartments, communal living, hospitality, and technology. When applied together, the Layers team has created a real estate model that aims to significantly improve property performance, while offering an enhanced customer experience for the Layers community members. Learn more at [www.layerslife.com](http://www.layerslife.com).

## About PropTech360

PropTech360 is Israel's premier real estate innovation summit, where global real estate decision makers and technology leaders meet and get deals done. Launched in 2018 by a multigenerational real estate investor and operator, PropTech360 has quickly grown to become the leading summit to take place in Israel with Proptech and Contech events throughout the entire week drawing crowds from around the world. PropTech360 presents an opportunity for global real estate and technology professionals to gain exposure to the booming Israeli tech scene, while providing a platform for local start-ups, VC's, and real estate players to access international markets. Choosing quality



over quantity, PropTech360 is your opportunity to engage with customers, hear from a roster of carefully curated thought leaders, and to get deals done with leading decision makers. Learn more at [www.prop-tech360.com](http://www.prop-tech360.com).

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## **Media Contact**

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