



## **JEFFREY GROSS JOINS ACCORDANT INVESTMENTS TEAM**

### **Former Bluerock Senior Vice President to Drive West Coast Adviser Relations**

SCOTTSDALE, AZ, October 1, 2024 – Jeffrey Gross has recently joined Accordant Investments LLC as Executive Director. Gross is tasked with expanding the distribution of Accordant’s innovative private real estate solutions, working directly with financial advisers to help them deliver the benefits of private real estate to their clients. While his primary focus will center around developing relationships with West Coast advisers, his extensive industry experience positions him to collaborate with advisers across the country.

“Jeff’s addition to our team underscores our unwavering commitment to empowering financial advisers with the right private real estate investment solutions for their clients,” said Accordant CEO Greg Stark. “With an entire career working closely with advisers, Jeff has a deep understanding of the challenges they face and how to support them. We firmly believe that private real estate is a critical component of every portfolio, no matter the size of the investor. And, given today’s unique market dynamics, the benefits of private real estate—low volatility, inflation hedge, and durable income—cannot be overstated.”

Gross brings a wealth of industry experience, with over twenty years in the real estate financial industry. Most recently, he served as Senior Vice President at Bluerock, where he raised capital through RIAs, family offices, broker dealers, and the wirehouse channel for closed-end interval funds, 1031 exchanges, and private real estate funds.

Before joining Bluerock, Gross served as Director of Alternative Investments at Apollo Global Management Inc., where he oversaw capital raising efforts in the southwest region for several key funds, including the Apollo Debt Solutions Fund, Apollo’s flagship Private Equity Fund X, and the Apollo Real Estate Strategies Fund. Prior to Apollo, he served as Senior Vice President at Griffin Capital Securities, LLC from 2015 to 2022 and at Cole Capital from 2005 to 2015. During his 17-year tenure between the two companies, he consistently ranked among the top three territories and successfully raised nearly \$2 billion in capital.

Gross holds a Bachelor of Science in Engineering with a Minor in Business from Worcester Polytechnic Institute and possesses the FINRA Series 6, 7, 63 and 66 licenses.

#### **About Accordant**

Accordant Investments LLC (“Accordant”) is a registered investment adviser headquartered in Scottsdale, Arizona. Accordant invests across the risk spectrum, creating easy-to-use investment solutions tailored to fit every portfolio by delivering the benefits of private real estate investing to financial advisers and their clients.

For more about Accordant, please visit: [www.accordantinvestments.com](http://www.accordantinvestments.com)

#### **Important Disclosures**

Accordant Investments is not adopting, making a recommendation for, or endorsing any investment strategy or particular security or property mentioned in this letter. All opinions are subject to change without notice, and you should always obtain current information and perform due diligence before

participating in any investment. All investing is subject to risk, including the possible loss of principal. All real estate investments have the potential for value loss during the life of the investment and the sponsor can make no assurances that any investment will achieve its objectives, goals, generate positive returns, or avoid losses.

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