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Advisory Firm Expands to West Coast

A New York advisory shop that lines up institutional partners for real estate operators is expanding its reach to the West Coast.

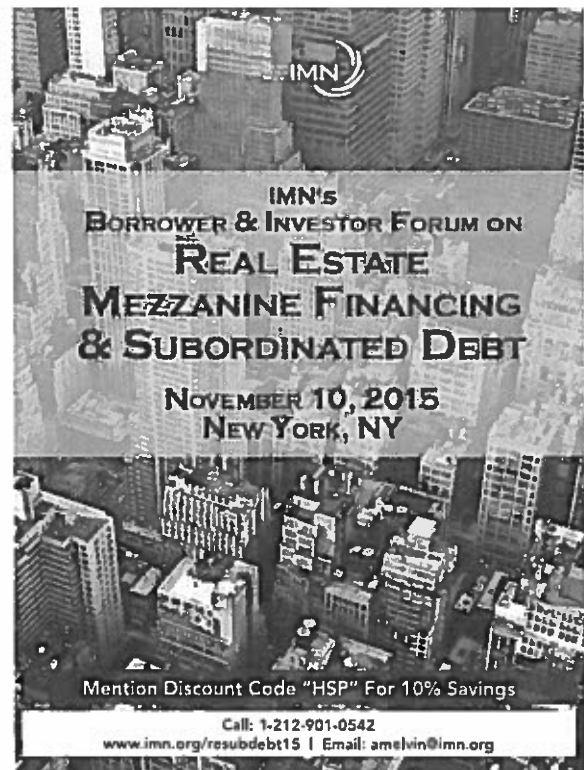
Atalanta Advisors, led by managing partners **Annu Chopra** and **Rachel Gilbert Solomon**, opened an office in San Diego this month. Chopra moved to the West Coast over the summer to lay the groundwork for the outpost and plans to hire two investment professionals by the end of the first quarter.

Solomon remains based in New York, where the firm just hired **Yonah Sturmwind** as a vice president. He joined from **Broadview Assets** of New York. The company expects to add another staffer there by yearend.

Atalanta, which was formed in 2011, advises middle-market operators and local developers seeking institutional partners to provide joint-venture equity or preferred equity for individual investments.

Solomon said the firm saw the need for a presence beyond New York because big investors are increasingly looking at secondary and tertiary markets around the country in search of higher yields. "The real shift we've seen is the widening of the geographic parameters," she said. "We see a ton of deals in Denver, Salt Lake City and Portland — markets maybe [institutional partners] wouldn't have looked at before."

Before co-founding the firm, Solomon had her own advisory shop, New York-based **Radan**. Chopra was previously chief financial officer at **Clarett Group** of New York. ❖



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