



**FOR IMMEDIATE RELEASE**

**CONTACT:**  
Stacey Himes  
215-990-0619  
staceyhimes@comcast.net

**LLENROCK GROUP, A REAL ESTATE ADVISORY AND INVESTMENT FIRM,  
LAUNCHES IN PHILADELPHIA**

**PHILADELPHIA, PA** (January 30, 2008) – Llenrock Group, LLC ([www.llenrock.com](http://www.llenrock.com)), a real estate advisory and investment firm, launches today in Philadelphia. According to founder and senior managing partner Andrew Benioff, the new firm offers a full spectrum of commercial real estate services, including investment brokerage, asset management and tailored capital solutions.

Llenrock serves investors, owners, operators and developers in the United States, Canada, Mexico and the Caribbean with financing needs in the \$20-200 million range. The firm works in all commercial real estate sectors, including multifamily, industrial, office, retail, health care, student housing and hospitality.

“For us, it’s about becoming our clients’ trusted advisors, and helping them structure deals in even the most complex situations,” says Benioff, whose experience lies in both finance and operations. “And because we are small, yet diversified, we provide an intensity and a breadth of service that is unique in this industry.”

Through Llenrock Advisors, the company’s investment banking and structured finance division, the firm provides access to unique and traditional capital sources, including public and private joint venture equity, high net worth individuals, international and U.S. banks, pension and hedge funds, life insurance companies and both domestic and foreign-based credit companies. Llenrock Advisors also provides brokerage services for clients looking to maximize cash flow, optimize operations and increase residual value of commercial properties. According to Benioff, the firm plans to announce additional services in the coming months.

Benioff has nearly 20 years experience in commercial real estate financing, operations and management. Before founding Llenrock Group, LLC, he was a managing partner and head of the hospitality and leisure finance group at a Philadelphia-based boutique real estate investment banking firm. He has held management and executive level positions at Pan Pacific Hotels and Resorts, Nikko Hotels International, and The Ritz-Carlton Hotel Company in the U.S. as well as at a traditional Ryokan (Inn) in Atami, Japan. Benioff received his M.B.A. with a focus on Finance and Real Estate from Cornell University’s Johnson Graduate School of Management, and has a B.A. from Connecticut College.

For more information, visit [www.llenrock.com](http://www.llenrock.com) or call 215-483-1377.

###