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## **GE Real Estate appoints Brook to joint venture preferred equity leader**

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GE Real Estate has appointed Daniel Brook to joint venture preferred equity leader in the North America Equity division. The appointment underscores GE Real Estate's commitment to providing preferred equity solutions to customers throughout the U.S.

In his new position, Brook will be responsible for identifying and servicing preferred equity clients throughout the country. He will also develop market investment strategies, structures and pricing guidelines, and will help form new underwriting standards for preferred equity deals.

"We are excited to have someone of Dan's caliber focus on providing preferred equity solutions to new and existing GE Real Estate customers," said Frank Marro, regional director, North America Equity. "His overall experience and relationships in the industry make him an ideal fit as we work to expand this important business line."

Prior to his new position, Brook served as multifamily growth leader for North America Equity. He began his GE career in 1990 and has held a variety of positions with GE Real Estate, including finance manager, relationship manager and senior relationship manager. Brook completed GE Real Estate's Financial Management Program in 1992 and holds a BA in economics from the University of North Carolina.

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