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New Real Estate Investment Firm Opens

West Los Angeles-based Cap Pointe Advisors hits the scene with $500 million in projects underway.

BY

ANDREW ASCH
SEPTEMBER 29, 2025

Investment banking veteran **Eliav Dan** set out on his own and recently formed the West Los Angeles-based real estate investment banking and advisory firm, **Cap Pointe Advisors**. The new boutique firm will offer advisory services in connection with debt, equity and subordinate debt, as well as preferred equity transactions secured by commercial real estate assets.

The new firm started in an entrepreneurial move this summer, when Dan left **Greystone & Co.**, where he was a senior managing director and previously head of debt placement. Dan has an extensive track record, completing more than $10 billion in transactions during his 26-year career. He has worked at **Barclays Investment Bank**, **Morgan Stanley** and **Ladder Capital Finance**.

Cap Point will serve as an “outsourced capital markets desk for middle-market and institutional real estate operators,” Dan said. “These groups do not have fully built out internal capital markets and capabilities.”

“Frankly, we’re not career brokers,” Dan continued. “The team is built around people who have banking, underwriting and credit expertise. Our skill set is probably second to none on the deal structuring side. We excel in complicated, highly- structured transactions and in managing and mitigating capital markets risk.”

Starting with a plan

Just out of the gate, Cap Pointe is working on projects valued at more than $500 million, Dan said. One recent deal serves a privately held Los Angeles-area multifamily developer with the placement of a $225 million bridge financing for two affordable multifamily properties located in the region. These multifamily properties are currently in a lease-up stage, Dan said.

Other recent deals include working on a $59 million bridge loan for a luxury multifamily property located in Northern California. Cap Pointe plans to open offices in New York City and Miami by 2026, Dan said.

Cap Pointe may be entering the market during a good time, according to **CBRE Group Inc.** Commercial real estate investment activity is predicted to reach $437 billion, up 10% this year compared to the previous year, according to the 2025 U.S. Real Estate Market Outlook Midyear Review.

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Andrew Asch Author

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BANKING: Cap Pointe Advisors will serve as an 'outsourced capital markets desk.'

WEST LOS ANGELES

By ANDREW ASCH *Staff Reporter*

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CAP POINTE ADVISORS

HEADQUARTERS: West Los Angeles

YEAR FOUNDED: 2025

BUSINESS: Real estate investment banking and advisory services

CEO: Eliav Dan

EMPLOYEES: Three

NOTABLE: Dan formerly worked for Wall Street banks such as Greystone and Barclays. At Barclays, he led the West Coast real estate finance team.

cappointe.com

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