

## Ed Coco

Senior Managing Director



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## Specialty

- Debt and Equity Placement
- Multi-housing, Office, Retail, Industrial, Self Storage and Hotel Properties

## Professional Affiliations

- International Council of Shopping Centers (ICSC)
- National Multifamily Housing Council (NMHC)
- Urban Land Institute (ULI) – Vice Chair of Membership for Urban Land/Mixed-use Council

## Education

- MS, New York University – Real Estate Finance, Investment and Development
- BS, University of Maryland – Real Estate and Finance

## Career Summary

Mr. Coco is a Senior Managing Director and co-head of the Atlanta office of HFF with more than 28 years of commercial real estate experience. In addition to overseeing the day-to-day operations of the Atlanta office, he is primarily responsible for debt and equity placement transactions throughout the United States with a focus on the Southeast.

Mr. Coco joined HFF in September 2015. He joins HFF from GE Capital Real Estate, where he had worked since 1996. While there, he served in a variety of roles, beginning as a Relationship Manager and most recently as a Senior Managing Director and National Production Leader for the North America Lending Group from 2006 to 2015. During Mr. Coco's time with GE, he was involved in the origination of more than \$40 billion in structured finance and CMBS transactions. During the economic downturn in 2008 and 2009, he played an instrumental role in repositioning the team and worked with GE's asset management division to modify and restructure several billion in loans. In 2010, he led efforts to re-enter the lending market and grew the originations team to 60 professionals by 2015. Between 2010 and 2015, the Production Team originated approximately \$17 billion in structured debt and repositioned the portfolio, creating the best lending portfolio in the company's history, which was sold to Blackstone and Wells Fargo in June 2015.

Mr. Coco previously held positions at Equitable Real Estate Investment Management and Trammell Crow Company prior to his time at GE.

## Representative Assignments

PROPERTY	LOCATION	TYPE	VALUE
1200 Broadway	Nashville, TN	Const. Loan & JV Equity	\$145,300,000
Primera Towers I-V	Lake Mary, FL	Floating-rate & JV Equity	\$130,000,000
Cityplace Tower	Dallas, TX	Floating-rate	\$120,000,000
Three Ravinia	Atlanta, GA	Fixed-rate	\$115,500,000
100 Peachtree	Atlanta, GA	Floating-rate & JV Equity	\$98,100,000
150 North Michigan	Chicago, IL	Floating-rate	\$86,515,000
Resurgens Plaza	Atlanta, GA	Floating-rate	\$79,421,000
Brookhollow Central I, II & III	Houston, TX	Floating-rate	\$64,200,000
Buckhead Tower	Atlanta, GA	Floating-rate	\$60,000,000
Westridge I & II	San Antonio, TX	Fixed-rate	\$54,440,000
Georgia 400 Center	Alpharetta, GA	Floating-rate	\$52,000,000
Epoch Clemson	Clemson, SC	Construction Loan	\$46,138,000
Hyatt House Nashville West End	Nashville, TN	Construction Loan	\$40,700,000
One & Two Premier Plaza	Atlanta, GA	Floating-rate	\$38,700,000
Estates at Vinings Station	Atlanta, GA	Floating-rate	\$37,975,000
1776 Peachtree	Atlanta, GA	Floating-rate	\$36,945,000
Brookwood Office Center	Birmingham, AL	Fixed-rate	\$32,400,000
Watercrest of St. Lucie West	Port St. Lucie, FL	Const. Loan & JV Equity	\$31,100,000
4-Property Southeast Grocery Portfolio	GA, AL & SC	Fixed-rate	\$25,000,000
Crossroads Market	Naples, FL	Fixed-rate	\$19,000,000
Overlook at Sugarloaf	Duluth, GA	Fixed-rate	\$14,000,000
Fairways at Auburn	Auburn, AL	Fixed-rate	\$13,000,000
Castleberry Southard	Cumming, GA	Fixed-rate	\$11,500,000
Irmo Station	Columbia, SC	Fixed-rate	\$10,650,000
West Town Market	Fort Mill, SC	Fixed-rate	\$9,000,000
The Greens at Derby Phase II	Wichita, KS	Fixed-rate	\$8,500,000
Highland Park GSA Building	Asheville, NC	Fixed-rate	\$6,000,000
330 Greenwood	McDonough, GA	Fixed-rate	\$4,800,000