



FOR IMMEDIATE RELEASE

GREYSTEEL ACQUIRES NARA ADVISORS TO ACCELERATE WEST COAST EXPANSION

Strategic move significantly bolsters Greysteel's Southern California presence, enhancing capital markets services in the multifamily and retail sectors

WASHINGTON D.C., Nov. 5, 2025 – Greysteel, a leading national commercial real estate and capital markets services firm, today announced the strategic acquisition of Nara Advisors, a San Diego-headquartered commercial real estate advisory firm with a strong presence throughout Southern California. This acquisition marks a significant milestone in Greysteel's inorganic growth strategy, increasing its market share and service capabilities on the West Coast, particularly in the multifamily and retail sectors.

Nara's CEO & Founder, Jason Lee, will join Greysteel in a senior leadership role. The transaction brings experienced advisors to the Greysteel platform in key Southern California markets including San Diego, Orange County, Long Beach and the Inland Empire where Nara maintains offices. The integration of this expert team will accelerate client service, combining deep local expertise with Greysteel's national platform to deliver superior results for investors.

Nara advisors specialize in the multifamily and retail sectors, including investment sales, 1031 exchanges, off-market transactions, and development opportunities. The firm's record is rooted in deep brokerage expertise and longstanding investor relationships across core SoCal submarkets.

"Welcoming Jason and the entire Southern California team to Greysteel is a transformative step for our firm and our clients," said Lacey Willard, Executive Vice President at Greysteel. "We are impressed with the proven track record, entrepreneurial culture, and deep roots in Southern California, making this a perfect match for our platform. This acquisition is a significant milestone in our ongoing strategy to expand our presence and influence in every market we serve."

Built on cross-market collaboration, Greysteel's platform ensures this acquisition delivers value, well beyond Southern California. Doug Banerjee, Senior Managing Director in Dallas, said, "We're thrilled to have Jason join our team. He brings trusted client relationships that align perfectly with our mission to connect investors to diversified commercial real estate opportunities and deliver exceptional results across markets."

Mr. Lee commented on the new partnership, stating, "Joining Greysteel is an incredible opportunity for our team and our clients. We found a partner with a shared vision for the future of real estate advisory—one built on collaboration, technology, and an unwavering commitment to client success. Together, we will set a new standard for service and execution in Southern California and beyond."

The integration of the Nara Advisors team is effective immediately. Clients will benefit from the combined firm's expanded network, enhanced market intelligence, and broader access to capital solutions.

About Greysteel

Greysteel is a premier commercial real estate investment sales and debt and structured finance advisory firm. Serving private and institutional investors across geographies and asset types, Greysteel provides a full spectrum of services, including investment sales, debt placement, equity placement, and distressed asset solutions. Founded on the principles of innovation, collaboration, and excellence, Greysteel is strategically positioned across the nation to deliver exceptional results through a seamless and comprehensive advisory platform.

About NARA Advisors

NARA Advisors was a national commercial real estate advisory firm built on transparency and collaboration. With a team operating across key U.S. markets including San Diego, Orange County, and Inland Empire, the firm guided clients in growing their wealth through smarter real estate decisions in investment sales and capital markets.

For more information, visit www.greysteel.com.

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