



FOR IMMEDIATE RELEASE

Greysteel Appoints Steve Swenholt As Senior Director, National Hospitality Investment Sales

***Denver-based advisor to build dedicated regional platform to include Mountain West,
Great Plains, Texas and Surrounding States***

DENVER, CO (July 16, 2026) – Greysteel, a national commercial real estate advisory firm specializing in investment sales, debt, and structured finance, today announced the appointment of Steve Swenholt as Senior Director, National Hospitality Investment Sales. Based in Denver, Swenholt will lead the development of Greysteel’s dedicated hospitality investment sales platform across Mountain West and Great Plains, as well as Texas and its surrounding states.

Swenholt joins Greysteel from Marcus & Millichap, where he specialized in hospitality investment sales. He will play a primary role in building a dedicated national hospitality platform at Greysteel, supported by the firm’s national investor relationships and operational resources. He will work closely with Greysteel’s strong national Hospitality Debt and Structured Finance team to provide clients with integrated investment sales and capital markets solutions.

“Steve brings meaningful experience in hospitality investment sales and a clear vision for growing a dedicated national platform,” said Lacey Willard, Executive Vice President, Greysteel. “By combining his market expertise with Greysteel’s national reach and strong Hospitality Debt and Structured Finance capabilities, we can deliver greater value to clients from border to border. We’re pleased to support him as he scales his practice.”

“I could not be more thrilled to join Greysteel and contribute to growing this hospitality investment sales platform and team. With over a decade focused on providing value to clients in this sector, the opportunity to join Greysteel, with the shared vision of growth and support, was an obvious choice,” said Mr. Swenholt. “Along with this shared vision, there is a mutual understanding of the importance of providing clients with a first-class experience based around partnership, especially in close collaboration with an experienced Hospitality Debt and Structured Finance team. I’m excited to deliver a meaningful experience to our clients.”

Swenholt’s appointment reflects Greysteel’s ongoing strategy of expanding specialized investment sales capabilities by attracting experienced advisors who want to build high-performing platforms with institutional-grade support.

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.

For more information, visit www.greysteel.com.

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