

# Bluerock Residential Growth REIT Hires New Managing Director and Product Specialist

Bluerock Residential Growth REIT Inc. (NYSE: BRG), a publicly traded real estate investment trust that offers a preferred stock and warrants offering, has hired Kevin Helwig to serve as managing director, product specialist.

The company noted that Helwig will act as a conduit, integrating the REIT's executive management and operational team with the Bluerock Capital Markets distribution and national accounts teams to further develop strategic partnerships with independent broker-dealers, open new distribution channels, and expand Bluerock Residential's awareness, sales and distribution platform nationally.

"Kevin has a great industry reputation and is a proven, valuable resource. He is widely known for his ability to provide timely economic and educational assistance to advisors to enhance client seminars and portfolio construction," said Jeffrey Schwaber, CEO of Bluerock Capital Markets.

Helwig has more than 28 years of experience in the financial services industry. Over the span of his career, he has provided financial advice to clients on REITs, 1031 exchanges, real estate private placement offerings, mutual funds, and annuities.

Prior to joining Bluerock, he served as a regional vice president at Preferred Capital Securities where he was responsible for Colorado, Arizona, Utah, and Southern Nevada. He has also served as a regional sales director at Highland Capital Management, as well as a national sales manager and

managing director at VII Peaks Co-Optivist Income BDC II.

Helwig holds a degree in economics from the University of Arizona and FINRA Series 7, 63 and 65 licenses.

Bluerock Residential Growth REIT focuses on acquiring a diversified portfolio of Class A institutional-quality multifamily properties. As of September 30, 2018, the company's portfolio consisted of interests in 43 properties, 32 consolidated operating properties and 11 through preferred equity and mezzanine loan investments. Bluerock Residential Growth REIT's preferred stock and warrants offering is distributed to retail investors via independent broker-dealers and registered investment advisors

Bluerock is a national alternative investment management firm with more than \$5 billion of assets under management. The company's offering platform includes an institutional closed-end real estate interval fund Total Income+ Real Estate Fund, Bluerock Residential Growth REIT's preferred stock and warrants offering, and Bluerock Value Exchange's 1031-exchange programs.

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## **Bluerock Names Former Morgan**

# Stanley Exec to Head National Accounts

Bluerock Capital Markets, a distributor of investment products and the dealer manager for Bluerock Real Estate, has hired former executive director and head of national accounts for Morgan Stanley Investment Management, Emily Calcagno, to serve as the executive vice president and head of its national accounts and relationship management group.

In her new role, Calcagno will be responsible for managing the national accounts team to further develop strategic partnerships with broker-dealers, increase Bluerock's brand awareness, open new distribution channels, and grow Bluerock Capital Markets' sales and distribution platform nationally.

Bluerock's offering platform includes an institutional closed-end real estate interval fund, Total Income+ Real Estate Fund; Bluerock Residential Growth REIT's preferred stock and warrants offering, and Bluerock Value Exchange's 1031-exchange programs.

"Emily's background and extensive experience in successfully managing a large team of national accounts managers in all channels of distribution including the major wirehouses, regional member firms, independent broker dealers, banks and registered investment advisors, completes the last leg of our latest strategic initiative to fully expand our institutional product offerings into all distribution channels as well as further accelerate our expansion into the wealth RIA markets," said Jeffrey Schwaber, CEO of Bluerock Capital Markets.

Calcagno has more than 18 years of capital markets experience and has held multiple leadership roles, most recently, serving as head of national accounts for Morgan Stanley Investment Management since 2011.

Calcagno previously served as vice president of relationship management for RiverSource Investments and senior vice president and director of relationship management for J&W Seligman.

She earned a bachelor's degree in economics from Trinity College in Hartford, Connecticut and maintains an active certified investment management analyst designation and FINRA registrations 7, 24, and 63.

Bluerock, headquartered in Manhattan with regional offices across the U.S., is a national alternative investment management firm with more than \$5 billion in assets under management.

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**Sponsored: Bluerock Reports Record Capital Raise of Over \$75 Million for the Month of August; Continues Its Rapid Rise Among Top Sponsors**

# Within Direct Investment Industry

Bluerock Capital Markets, LLC (the “Company”), a distributor of institutional alternative investment products, and the dedicated dealer manager for Bluerock Real Estate (“Bluerock”), announced today that it accomplished another record capital raise of over \$75 million across all major business units for the month of August. The Company reported that a key contributor to this substantial growth in sales is Bluerock’s flagship ‘40 Act Fund, Total Income+ Real Estate Fund, which reported sales of over \$56 million for the month of August; setting a new record, which represents a 15% increase from its previous record capital raise attained in May.

Based on sales information obtained from industry third-parties, the Company also reports ranking as one of the Top 4 Sponsors within the Direct Investment Industry in new capital raised year-to-date through August and continues to be one of the fastest-growing distributors of real estate-related direct investment products marketed through broker-dealers and registered investment advisors†.

“In the investment management industry, it is well known that capital follows performance. Bluerock’s consistent and substantial increases in equity capital flows and AUM is clear corroboration that our conservative institutional approach toward providing investors access to best-in-class institutional managers and funds with a focus on income generation and growth is resonating in the marketplace”, said Jeffrey S. Schwaber, CEO of Bluerock Capital Markets.

Capital raised for Bluerock’s direct investment product suite is up nearly 30% year-to-date through August 2018 as compared to the same period in 2017, which represented a nearly 40%

increase in equity capital raise as compared to the same period in 2016, a breakout record for such period. The Company reports robust equity raises across all three of its product lines, which includes:

- **Bluerock's Total Income+ Real Estate Fund** (NASDAQ: TIPRX, TIPPX, TIPWX, TIPLX), a non-diversified closed-end interval fund, that provides individual investors with access to private, institutional real estate securities, enabling them to invest alongside large pensions and endowments without the high minimums;
- **Bluerock Residential Growth REIT** (NYSE American: BRG) Series B Preferred stock designed to deliver stability of current income and pricing plus potential capital appreciation with investments in the multifamily sector; and
- **Bluerock Value Exchange 1031 like-kind exchanges** that seeks to provide investors with tax deferral, current income and potential capital appreciation.

#### **About Total Income+ Real Estate Fund**

Bluerock's The Total Income+ Real Estate Fund offers individual investors access to a portfolio of institutional real estate securities managed by top-ranked fund managers. The Fund's primary investment objective is to generate current income while secondarily seeking long-term capital appreciation with low to moderate volatility and low correlation to the broader markets. The Fund utilizes an exclusive partnership with Mercer Investment Management, Inc., the world's leading advisor to endowments, pension funds, sovereign wealth funds and family offices globally, with over 3,300 clients worldwide, and \$11 trillion in assets under advisement.

#### **About Bluerock Residential Growth REIT**

Bluerock Residential Growth REIT, Inc. (NYSE American: BRG) is

a real estate investment trust that focuses on developing and acquiring a diversified portfolio of institutional-quality highly amenitized live/work/play apartment communities in demographically attractive knowledge economy growth markets to appeal to the renter by choice. The Company's objective is to generate value through off-market/relationship-based transactions and, at the asset level, through Core+ improvements to properties and operations. The Company reports assets in excess of \$1.8 billion and more than 13,200 apartment units. The Company is included in the Russell 2000 and Russell 3000 Indexes. BRG has elected to be taxed as a real estate investment trust (REIT) for U.S. federal income tax purposes.

### **About Bluerock Value Exchange**

Bluerock Value Exchange is a national sponsor of syndicated 1031-exchange offerings with a focus on Class A assets that seek to deliver stable cash flows and potential for value creation. Bluerock has structured 1031 exchanges on \$1.2 billion in total property value and over 8 million square feet of property. With capacity across nearly all real estate sectors and the ability to customize transactions for individual investors, BVEX is available to create programs to accommodate a wide range of tax requirements.

### **About Bluerock**

Bluerock is a national alternative investment management firm with over \$5 billion on Assets Under Management and headquartered in Manhattan with regional offices across the U.S. Bluerock principals have a collective 80+ years of investing experience, have been involved with over \$10 billion in investments, and have helped launch leading private and public company platforms.

### **About Bluerock Capital Markets**

Bluerock Capital Markets, LLC serves as the managing broker

dealer for Bluerock and is a member of FINRA/SIPC. Formed in 2010, BCM distributes a broad range of institutional investment products with potential for growth, income, and tax benefits exclusively through broker dealers and investment professionals including the Total Income+ Real Estate Fund, Bluerock Residential Growth REIT, Inc., and programs issued by Bluerock Value Exchange, LLC. BCM ranked #4 for capital fundraising in 2017 among all active managing broker-dealers in the Direct Investments Industry†.

† Sources: The Stanger Market Pulse™, Blue Vault, and Mountain Dell report equity sales of public DPP, interval fund, non-listed REIT, 1031-exchange and non-listed BDC products marketed through independent broker-dealers.

The Bluerock Residential Growth REIT and Bluerock Value Exchange are offered by Bluerock Capital Markets, LLC. The Total Income+ Real Estate Fund is distributed by ALPS Distributors Inc. Bluerock Capital Markets, LLC is not affiliated with Alps Distributors, Inc. or Mercer Investment Management, Inc.

### *Definitions*

*Direct Investment Industry: includes alternatives investments in public direct private placements, non-listed real estate investment trusts (REITs), non-listed business development companies (BDC)s, and closed-end interval funds.*

### *Disclosures*

#### *Total Income+ Real Estate Fund*

*Investing in the Total Income+ Real Estate Fund involves risks, including the loss of principal. The Fund intends to make investments in multiple real estate securities that may subject the Fund to additional fees and expenses, including management and performance fees, which could negatively affect returns and could expose the Fund to additional risk,*

including lack of control, as further described in the prospectus. The Fund's distribution policy is to make quarterly distributions to shareholders. The level of quarterly distributions (including any return of capital) is not fixed and this distribution policy is subject to change. Shareholders should not assume that the source of a distribution from the Fund is net profit. A portion of the distributions consist of a return of capital based on the character of the distributions received from the underlying holdings, primarily Real Estate Investment Trusts. The final determination of the source and tax characteristics of all distributions will be made after the end of each year. Shareholders should note that return of capital will reduce the tax basis of their shares and potentially increase the taxable gain, if any, upon disposition of their shares. There is no assurance that the Company will continue to declare distributions or that they will continue at these rates. There can be no assurance that any investment will be effective in achieving the Fund's investment objectives, delivering positive returns or avoiding losses.

Limited liquidity is provided to shareholders only through the Fund's quarterly repurchase offers for no less than 5% of the Fund's shares outstanding at net asset value. There is no guarantee that shareholders will be able to sell all of the shares they desire in a quarterly repurchase offer. Quarterly repurchases by the Fund of its shares typically will be funded from available cash or sales of portfolio securities. The sale of securities to fund repurchases could reduce the market price of those securities, which in turn would reduce the Fund's net asset value.

**Investors should carefully consider the investment objectives, risks, charges and expenses of the Total Income+ Real Estate Fund. This and other important information about the Fund is contained in the prospectus, which can be obtained online at [www.bluerockfunds.com](http://www.bluerockfunds.com). The Total Income+ Real Estate Fund is**

***distributed by ALPS, Inc. The prospectus should be read carefully before investing. Bluerock Fund Advisor, LLC is not affiliated with ALPS, Inc.***

*Bluerock Residential Growth REIT*

*The discussion of BRG securities herein relates solely to BRG's Series B Preferred Stock, a non-traded security of BRG which has not been listed on any national exchange. The risks and rewards of investing in the Series B Preferred Shares are separate and distinct from an investment in BRG's common stock listed on the NYSE American. This is neither an offer to sell nor a solicitation of an offer to buy any securities. An offering is made only by the prospectus. Any prospective investor must be read the prospectus in order to understand fully all of the implications and risks of the Series B Preferred Shares.*

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# **Bluerock Hires David Fred as**

# Senior Vice President of Due Diligence

Bluerock, an alternative investment and asset management firm, has appointed David Fred to serve as senior vice president of due diligence for the company's suite of private and public investment products.

The company noted that Fred joins during a period of "significant growth" in sales as well as selling group expansion and increasing product acceptance. In his new role, he will serve as lead due diligence contact for Bluerock's selling group and for the growing cohort of entities performing due diligence on Bluerock's product suite as a solution for their platforms.

Fred will play a key role in Bluerock's ongoing industry and product-level education forums, working closely with independent broker-dealers, regional member firms, wirehouses, financial advisors, and registered investment advisors.

"David joins Bluerock with an understanding of the vital need for substantive connectivity between the sponsor and broker-dealers and RIAs," said Jeffrey Schwaber, Bluerock Capital Markets CEO. "He's highly respected throughout the industry for his in-depth approach to research, due diligence and partnership focus. As head of due diligence, David will be a tremendous asset for the Bluerock selling group at this exciting phase of our growth."

Before joining Bluerock, Fred was a key member of the senior leadership team at Cetera Financial Group and its predecessor firms, ING Advisors Network and Financial Network Investment Corporation. He was also head of due diligence for the Cetera network for more than 17 years, where he was responsible for operational due diligence on all products distributed by the

Cetera broker-dealers and RIAs.

Fred brings nearly 30 years of experience in investment research and asset allocation, as well as an understanding of the due diligence processes specific to a wide array of structures in the alternative investment space.

“David’s diverse subject matter expertise across a spectrum of investment products, as well as his understanding of internal operations and the challenges of the independent advice channel will be a valuable asset not only to Bluerock, but to our selling group partners,” added Schwaber. “The timing of David’s appointment could not be better as we expand into additional distribution channels and investment structures.”

Bluerock is an active sponsor of alternative investment programs with more than \$4.5 billion of assets under management. The company headquartered in Manhattan with regional offices across the U.S.

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**Bluerock Value Exchange  
Appoints Josh Hoffman as**

# President

Bluerock Value Exchange, a national sponsor of syndicated 1031-exchange offerings, has appointed Josh Hoffman as president.

Hoffman, who joined Bluerock in 2009, will be responsible for oversight of the company's investment programs, including product structuring, marketing, servicing and brand promotion. He will continue to serve as managing director, head of due diligence and marketing for Bluerock and its suite of private and public alternative investment products.

"Bluerock Value Exchange placed among the top 6 industry sponsors of 1031 exchange investment programs in 2017, with close to 30 percent sales growth over the prior year," Hoffman said. "We are on a trajectory for even stronger growth in 2018 with planned expansions of our acquisition, sales, and investor support platforms to accommodate and we are seeing tremendous and consistent demand from advisors."

Hoffman has more than 14 years of experience working in partnership with the independent broker-dealer community. Over the course of his career, he has completed more than 65 sponsored 1031 like-kind exchange security offering programs representing more than \$1.4 billion in property value and more than 7.8 million square feet, the company said.

He earned a bachelor's degree in business management from Boise State University and holds FINRA Series 7, and 63 licenses.

In other Bluerock news, the company's managing broker-dealer, Bluerock Capital Markets, reported that it was ranked among the direct investment [industry's top 4 sponsors](#) in 2017 with more than \$650 million of new capital raised. Capital raised for its direct investment product suite grew by 60 percent in 2017, following a 160 percent increase in 2016, the company

said.

Bluerock Value Exchange invests primarily in highly-amenitized multifamily apartments in growth markets throughout the US and has structured 1031 exchanges on \$1.4 billion in total property value and more than 7.5 million square feet of property. Bluerock's other sponsored products include Total Income+ Real Estate Fund and Bluerock Residential Growth REIT. Bluerock Real Estate is headquartered in Manhattan and has more than \$4.5 billion in assets under management.

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The **DI** Wire

## **Bluerock Capital Markets Hires Former FS Investments Exec as SVP of National Accounts**

Bluerock Capital Markets LLC, as the managing broker-dealer for alternative investment management firm Bluerock, has hired Rebekah Brooks to serve as senior vice president of national accounts.

Brooks will share responsibility for servicing and expanding the company's broker-dealer partnership network and for raising awareness of the full scope of Bluerock's offerings.

“Rebekah has earned a highly respected position in the industry. She is known widely for her professionalism and successes in maintaining partnerships and driving growth at her relationship firms,” said Jeffrey Schwaber, CEO of Bluerock Capital Markets.

Brooks joins Bluerock from FS Investments (formerly Franklin Square) where she spent the last 6+ years working in the same capacity. Prior to FS Investments, Brooks spent five years as a national accounts manager at KBS Capital Markets Group.

“Bluerock has sustained breakout growth in its selling group as well as in its equity capital raise in 2017 and is positioned for continuation of the same in 2018 and beyond. The addition of a national accounts professional of Rebekah’s stature will ensure that our broker-dealer partners continue to receive superior service and support as we expand,” added Schwaber.

Headquartered in Manhattan, Bluerock has more than \$4.5 billion in assets under management. The company’s sponsored products include Total Income+ Real Estate Fund, Bluerock Residential Growth REIT, and Bluerock Value Exchange.

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