

Bob Faith — Founder, Chairman, and CEO



As founder, chairman, and CEO of Greystar®, Bob leads the Greystar Investment Committee, Operating Committee, and Board of Directors. He is responsible for the strategic planning and growth of the company, and maintains oversight over all aspects of Greystar, working closely with business leaders across the platform while emphasizing the Greystar Pillars of Excellence: People, Customer Satisfaction, Operational Excellence, Profitability, Growth, and Community. Bob believes that the company's commitment to an evergreen business strategy allows Greystar to mitigate cyclicity, thereby helping to attract and retain the best talent in the industry and provide attractive career growth potential to all employees.

After receiving a bachelor of science degree in petroleum engineering from the University of Oklahoma and an MBA from Harvard Business School, Bob began his real estate career with the Trammell Crow Company and served as a partner in the Charlotte, North Carolina office. In 1991, he co-founded Starwood Capital Partners, LP, a private investment company. In 1993, Bob founded Greystar Real Estate Partners, LLC in Houston, Texas. From February 1996 to December 1997, he founded and served as CEO of Homegate Hospitality, Inc. Bob also served from December 2002 until February 2006 as the South Carolina Secretary of Commerce.

Bob is a member of the National Multifamily Housing Council, the Pension Real Estate Association, and the Urban Land Institute. Bob and his family reside in Charleston, South Carolina.

"From the very beginning of Greystar we have focused on being an 'evergreen' company. What do we mean by this? We know the real estate business is cyclical, but our balanced focus on both the service side of the business and the principal side gives us opportunities to grow wherever we are in the cycle."