

Shining Rock EQUITY

Built on Relationships, Focused on Results

Shining Rock Equity helps investors participate in thoughtfully selected real estate investments, while leaving the day-to-day operations to experienced operators.

“We help investors access well-vetted, income-producing real estate investments,” says Rob Stanley, founder of Shining Rock Equity. “Our primary focus is multifamily—apartment communities—and other cash-flowing assets.”

Founded four years ago, the firm was built around a simple idea: give busy professionals—many already working in real estate—a way to invest in larger real estate opportunities without the burden of managing or operating the properties.

Shining Rock partners with experienced operators who acquire and manage the properties. The team evaluates each potential deal, invests alongside those operators, and then makes those opportunities available to its investor community.

“We source the deal, vet it carefully, partner with experienced operators, and invest our own capital,” Rob says. “Our investors are participating alongside us.”

That alignment is central to the model. Each partner in Shining Rock invests in the same opportunities presented to investors.

A Disciplined Approach

As the company has grown, two principles have remained constant:

1. **Select the right operator**
2. **Protect investor capital**

“We spend a significant amount of time getting to know the sponsor behind each deal,” Rob says. “Track record, communication, and how they perform through different market cycles all matter.”

Equally important is how each deal is structured.

“We underwrite conservatively and run sensitivity scenarios,” he explains. “If rent growth slows or expenses increase, we want to understand how the deal will perform before we ever bring it to investors.”

Clay Stanley, who leads underwriting and deal evaluation, adds: “We’re focused on how a deal performs if things don’t go as planned. That’s where a lot of the real work happens.”

The objective is straightforward: Protect capital first and build from there.

Designed for Busy Professionals

For many professionals, especially those in real estate, investing can feel like a tradeoff between opportunity and time.

“Agents help their clients build wealth through real estate every day,” Rob says. “But they don’t always have the time or desire to operate properties themselves.”

Shining Rock provides a way for busy agents to invest in real estate without adding another job.

“Investors can participate in larger assets alongside experienced operators, without having to manage the day-to-day,” he says.

Education-first Approach

Education is a core part of the firm’s process.

“We publish educational content regularly, and most of it is focused on helping investors understand how these investments work,” Rob says.

Prospective investors typically begin with a short introductory call to discuss goals, risk tolerance, and fit.

“It’s important that people understand what they’re investing in and how it aligns with their broader strategy.”

Kim Solomon, who leads investor communication, emphasizes the same point: “We want investors to feel informed and comfortable. That starts with clear communication and setting expectations upfront.”

A Conservative Option: Private Credit

In addition to equity investments, Shining Rock is currently offering access to the Aspen Private Credit Fund as a more conservative option.

The fund lends to experienced commercial operators, with loans backed by real estate.

Because the fund is diversified across multiple loans and markets, it reduces exposure to any single investment. Investors also benefit from a shorter investment horizon, with a two-year term and quarterly distributions with an option to reinvest.

“It can be a good starting point for investors who prioritize income and capital preservation.”

Built on Relationships

Shining Rock Equity is a family-operated business led by Rob and his son, Clay Stanley, alongside Rob’s wife, Sara Stanley, and Sara’s twin sister, Kim Solomon. Each partner plays



Clay Stanley and Rob Stanley

a distinct role across acquisitions, underwriting, investor relations, operations, and marketing.

Many investors come through long-standing relationships within the real estate community, including connections through *Triangle Real Producers* and other industry networks.

“A lot of the people we work with we’ve known for years,” Rob says. “And we continue to build new relationships over time.”

Looking Ahead

Four years in, the focus remains consistent: disciplined investing, strong operator partnerships, and long-term relationships with investors.

“We’re building one relationship at a time,” Rob says. “The goal is to be a steady, reliable partner for our investors over the long term.”

For investors who want to stay connected to real estate—without taking on the day-to-day

responsibilities—Shining Rock Equity offers a practical, relationship-driven approach built on alignment, discipline, and long-term thinking. 🏠

CONTACT US!

To sign up for investment announcements or to schedule an intro call, please visit www.shiningrockequity.com.

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Sara Stanley and Kim Solomon