Urban Standard Capital Launches Dedicated Luxury Real Estate Lending Fund

New fund builds on $879.1 million of single-family luxury lending across 127 transactions with zero losses

NEW YORK – September 15, 2026 – Urban Standard Capital ("Urban Standard" or the "Firm"), a leading institutional real estate investment firm, today announced the launch of Urban Standard Capital Luxury Real Estate Lending Fund, LP (the "Fund"), an evergreen strategy focused on luxury residential lending in supply-constrained, high-barrier markets across the United States. Urban Standard originated loans across approximately 30 of the nation's most exclusive luxury markets spanning the Hamptons, Nantucket, Palm Beach, Bel Air, Beverly Hills, Aspen, Vail and Jackson Hole, as well as other major markets including New York City, Los Angeles and Miami.

The new fund will build on Urban Standard's existing luxury lending business, which totaled $587 million in originations in 2025. The Firm is targeting $1 billion in originations in the Fund's first year, with its open-ended structure providing the flexibility to reinvest capital and support continued growth over time.

Urban Standard is expanding the strategy with anchor capital from New Holland Capital, providing institutional backing for an approach that builds on Urban Standard's decade-long track record in luxury residential credit. The open-ended structure is designed to support continuous reinvestment of capital over time, providing investors long-term access to the strategy while maintaining liquidity aligned to the shorter-duration nature of the underlying loans.

New Holland Capital's anchor commitment to the strategy underscores growing institutional demand for differentiated private credit strategies that combine attractive yield, short duration and disciplined lending against high-quality real estate. At the same time, the nation's leading luxury markets remain highly fragmented, creating challenges for institutional investors seeking to deploy capital at scale.

Leveraging more than a decade of experience, Urban Standard has continually developed deep expertise across key luxury markets while cultivating strong relationships with leading builders and developers and establishing a national network of repeat borrowers. This experience provides the Fund with a differentiated sourcing advantage and the ability to identify opportunities across the country's most exclusive luxury markets which can often be difficult for institutional capital to access directly.

Given speed, certainty and flexible structuring matter more to top builders and developers than the lowest rate, Urban Standard is frequently able to compete for attractive opportunities while maintaining disciplined underwriting, conservative collateral positions and terms designed to support compelling risk-adjusted returns.

"We're excited to offer investors access to a highly specialized and differentiated credit strategy that we've been successfully executing for a decade in markets we know exceptionally well," said Seth Weissman, Founder and Managing Partner at Urban Standard Capital. "Luxury residential credit offers a compelling combination of current income, equity-level returns with credit-level risk protection, secured by high-quality properties in markets defined by limited supply and durable demand. We're seeing the effects of a K-shaped economy, where affluent buyers are growing wealthier and are willing to pay a premium to secure the best-located, highest-quality homes in the country's most sought-after addresses. In the last decade, we've helped transform what was once a fragmented, relationship-driven niche into an institutionally investable asset class, built on disciplined underwriting and thoughtful structure. The opportunity set remains robust, and we look forward to leveraging our proprietary sourcing network, established client relationships and market credibility and deep market knowledge to continue delivering strong risk-adjusted returns for our investors."

As of August 31, 2026, the Firm had completed more than $2.3 billion of debt deals across 265+ transactions since inception, including $879.1 million of single-family luxury loans across 127 deals, of which 80 have been paid off with no losses. Median loan-to-value has been 53 percent and median duration of paid-off loans has been 16 months.

About 70 percent of the Firm's single-family luxury borrowers come from repeat business, direct relationships or referrals, reflecting a well-established network that creates a consistent pipeline of lending opportunities through relationships developed over more than a decade in the luxury real estate sector. This differentiated origination network, built through direct, long-standing relationships with borrowers, brokers and sponsors in the country's most prestigious markets is a primary driver of the alpha Urban Standard seeks to deliver for Fund investors, providing access to lending opportunities that are difficult for less specialized lenders to replicate.

About Urban Standard Capital

Urban Standard Capital is a NYC-based real estate investment firm providing institutional capital solutions to real estate sponsors nationwide. Since launching in 2014, the firm has invested more than $2.4 billion across debt and equity strategies, leveraging its in-house real estate development expertise to identify opportunities and structure investments, providing creative and bespoke financing solutions across the real estate market. Urban Standard Capital's investment strategies span private real estate credit and equity, including middle-market lending, luxury residential lending and other specialized real estate opportunities. The firm invests on behalf of foundations, pension funds, insurance companies, family offices, registered investment advisors (RIAs) and wealth managers. For more information, please visit uscnyc.com or follow Urban Standard Capital on LinkedIn.

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