

## **Gaurav “G” Patel Joins CityPlat Commercial Real Estate**

Raleigh’s top hospitality entrepreneur shifts to Senior Advisor role in commercial real estate



**Cary, Apr 13, 2020 ([IssueWire.com](https://www.issuewire.com))** - For over a decade, Gaurav “G” Patel has been a leader in Raleigh’s hospitality industry. Utilizing his deep knowledge and experience, G is embarking on a new chapter of his career: commercial real estate. Starting immediately, G will join CityPlat Commercial Real Estate as a Senior Advisor in its new Fayetteville Street location in Downtown Raleigh.

G’s name is synonymous with Raleigh’s hospitality industry. He is a founder of Eschelon Hospitality, launching Mura, Edwards Mill Bar & Grill, and the Haymaker, among other Triangle staples. G also served as co-founder of SOCIAL HOUSE® Vodka, North Carolina’s premier craft vodka distillery. In 2015, G was recognized in the Triangle Business Journal’s 40 under 40, and in 2018, he was named Restaurateur of the Year by the Restaurant and Lodging Association.

“We are extremely excited to be working with G. He has invaluable experience in the retail and hospitality sectors that simply cannot be acquired unless you go through the same entrepreneurial journey he did over the past 15 years,” Nikita Zhitov, principal of CityPlat LLC commented. “Especially during the current economic climate, I do not think there is anyone in the state that is better suited to act as a real estate advisor to the hospitality industry.”

G brings to the commercial real estate what no one else in this market can. As a self-made entrepreneur, G’s experience with hardship has been essential in growing through challenges to come out stronger in business. While his focus will be working within the hospitality and retail sectors at CityPlat, he will be more than just a real estate advisor for many clients.

“Mindset is key in business, especially during trying times like we’re facing now,” G says. “I’m excited to be working with CityPlat as a new step in my career and welcome all opportunities to help others focus on their strengths and find the silver lining in their situation, like I have done many times before. I chose to partner with CityPlat for their ingenuity and ability to think outside the box in business, and I’m thankful to now have the bandwidth and team behind me to help clients understand resources, find efficiencies in operations, and proactively focus on the future.”

Although born in India, G is a Raleigh native at heart, having spent more than 20 years in the area cultivating a deep understanding of the regional market landscape. He is a husband, father, entrepreneur, and mentor. G’s most recent effort, [#HopeForHospitality](#), provides daily meals for hospitality workers impacted by the COVID-19 pandemic.

G’s role as Senior Advisor for CityPlat officially begins Monday, April 13. He is in the process of completing his North Carolina Real Estate certification to continue carving his new path in the industry to best serve Raleigh’s exponential growth in the years to come.

### *About CityPlat*

*CityPlat is full service commercial real estate firm focused on brokerage, development, and investments. The firm was founded a year ago by veteran real estate entrepreneurs Nikita Zhitov, Pat Moore, and Vincenzo Verdino. For more information, visit [www.cityplat.com](https://www.cityplat.com).*

**Media Contact**

CityPlat LLC

info@cityplat.com

9196502643

119 SW Maynard Rd., Suite 200

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