



Media Contact:
Douglas Myers
Landis Communications Inc.
415-561-0888
troon@landispr.com
www.landispr.com

REAL ESTATE DEVELOPER TROON PACIFIC CONTINUES EXPANSION WITH ADDITION OF SUSTAINABILITY ENTREPRENEUR PAUL RABINOVITCH

[San Francisco, CA] (July 22, 2014) – [Troon Pacific](#), a San Francisco-based real estate development and investment company that develops environmentally sustainable luxury residences, is pleased to announce that Paul Rabinovitch has joined as Executive Vice President. He will play a key role in business development and in expanding the scope and reach of Troon Pacific by growing the firm’s investor base, raising capital and building new partnerships.

As illustrated by the company’s recently completed ultra-luxury single-family home, [Residence 2680](#), Troon Pacific sees strong market demand for sustainable real estate development projects, specifically luxury single family homes and apartment developments. The addition of Rabinovitch further positions Troon Pacific to capitalize on these opportunities and continue delivering residences that represent today’s highest energy and wellness standards.

Rabinovitch is a seasoned real estate investment professional, licensed investment advisor and securities representative. He has consulted individuals, family offices, foundations and institutions in allocating their investments towards opportunities that balance market rate returns with impactful social returns. Rabinovitch has demonstrated a lifelong dedication to the preservation of the environment and the importance of building healthy homes. His extensive experience will accelerate the growth of Troon Pacific and further distinguish it as a true nationwide leader in the fields of sustainable luxury and wellness housing.

“With more than 18 years of leadership experience in environmental, sustainability-focused alternative investments and all facets of real estate investment and development, Rabinovitch is an acknowledged, and highly esteemed business leader,” said Greg Malin, CEO of Troon Pacific. “Those sustainable values are exactly in line with Troon Pacific’s mission.”

Prior to joining Troon Pacific, Rabinovitch served as President of Terracycle Investments, where he founded a pioneering, socially-conscious real estate firm that specialized in sustainable building, brownfield redevelopment, solar development and the sustainable reuse of the built environment. Also, he was Executive Vice President and Principal at Canus Corporation, an urban redevelopment firm noted for multifamily investments and neighborhood revitalization development projects.

Rabinovitch served as Executive Director of the Nature Conservancy (Long Island, NY chapter) from 1997 to 2005. During his tenure, he was instrumental in securing more than \$800 million in funding for environmental

(more)

protection. Rabinovitch's passion for sustainability extends to his spare time where he has helped plant more than 800,000 trees towards a personal goal of helping planting one million trees in his lifetime.

About Troon Pacific, Inc.

Founded in 2000 by Gregory and Charlot Malin, Troon Pacific is a real estate development and investment company specializing in luxury residential development and is one of the only developers that incorporate healthy living and wellness into every detail. A Troon Pacific residence combines forward design, sustainability and quality with utmost integrity while maintaining minimal impact on the environment. For more information, visit www.troonpacific.com

###