

Auset Capital Group Builds Private-Market Platform Across Private Credit and Industrial Real Estate

Led by Terry CK Au and Seth Southard, Auset Capital Group expands its private-market strategy across private credit and industrial real estate.

NEW YORK, NY, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Auset Capital Group](#) is expanding its private-market investment platform across private credit and industrial real estate, targeting opportunities created by shifts in how businesses access capital and how the U.S. economy uses physical infrastructure.

The firm is led by [Terry CK Au](#), an investment manager focused on private markets, and Seth Southard, a 17-year U.S. Navy veteran whose perspective on commercial real estate was shaped in part by his family's involvement in the industry.

Their partnership started differently than most.

Before Southard became Au's business partner, he was his client.

Southard invested with Au for years, giving him a firsthand view of Au's investment discipline, work ethic and approach to client relationships. After taking early retirement from the Navy, Southard joined Au to build what became Auset Capital Group.

You learn a lot about someone when you're their client first," Southard said. "I saw how Terry approached investments and how seriously he treated the responsibility of managing other people's capital. That trust was built before we ever became partners."

Even the firm's name reflects the partnership: "Au" comes from Terry CK Au's surname and "set" from the first three letters of Seth.



Auset Capital Group



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Terry CK Au, Managing Partner, Auset Capital Group

The partners later discovered that Auset is also the ancient Egyptian name for the goddess more commonly known by the Greek name Isis, a figure historically associated with protection, kingship and stewardship.

The symbolism resonated with the partners as reflecting principles behind the firm: responsible stewardship of investor capital, leadership through changing markets and understanding each client's investment objectives.

Private credit is one of Auset Capital Group's core areas of focus.

Through its private investment strategies, Auset Capital Group pursues private-credit opportunities across multiple industries, focusing on established businesses seeking flexible sources of capital outside traditional banking channels.

The firm emphasizes diversification, shorter-duration opportunities and disciplined evaluation of investment structure, risk and underlying cash flows.

The strategy is designed to appeal to income-focused accredited investors looking beyond traditional fixed-income markets for alternative sources of cash flow.

"Yield by itself doesn't tell you whether an investment is attractive," Terry CK Au said. "We want to understand where the cash flow comes from, how the capital is deployed and whether the return appropriately compensates investors for the risk."

Auset Capital Group is also expanding into industrial real estate, including warehouses, storage properties and logistics facilities.

While artificial-intelligence investment has centered on software, semiconductors and data centers, Auset is looking further down the physical infrastructure chain.

Servers must be manufactured and transported. Data centers require electrical equipment, cooling systems and construction materials. E-commerce depends on warehouses and distribution networks.

"The economy can become more digital without becoming less physical," Au said. "We're interested in the infrastructure behind that growth — including areas some investors may consider boring but the economy continues to need."

Southard's commercial real estate experience complements that strategy. His role includes identifying markets and potential assets on the ground, while Au focuses on investment

economics, transaction structure and risk.

Auset is also evaluating industrial properties that may be relevant to investors pursuing 1031 exchange strategies after selling appreciated investment real estate.

The firm's approach centers on disciplined growth, investment structure and identifying opportunities where underlying economics align with investor objectives.

"We like boring," Au said. "We look for identifiable cash flows and opportunities where time and disciplined execution can create value. The focus is always on the economics and risk-adjusted return." What began as a relationship between an investment manager and his client has evolved into a partnership.

Today, Terry CK Au and Seth Southard are building the next chapter of Auset Capital Group together.

About the Author

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