JALLEN PARTNERS

RESIDENTIAL DEVELOPMENT ADVISORY

Strategic Advisors to Luxury Residential Developers

Residential sales strategy and implementation for branded and independent luxury projects.

JALLEN PARTNERS

We bring residential sales experience and strategic perspective to the decisions that shape a project's positioning, sales program, and path to market.

JALLENPARTNERS.COM

A PROCESS TAILORED TO THE ASSIGNMENT

From residential sales priorities to implementation

Jallen Partners helps developers and owners assess the opportunity, shape the residential offering, and prepare a practical sales program. The scope can address a specific decision or extend across several stages.

01

Assess

Understand the opportunity

Review the target purchaser, competitive context, positioning, and potential brand fit. Identify the sales questions that need to be resolved.

Buyer profile and positioning recommendations.

02

Shape

Refine the residential proposition

Review the offering from the purchaser’s perspective, including product mix, amenities, pricing relationships, and release sequencing, in coordination with the owner’s design professionals.

Product, pricing, and release recommendations.

03

Prepare

Build the sales program

Align sales-team structure, domestic and international broker engagement, messaging, channels, budgets, and agency direction. Prepare the tools, systems, and approvals needed for launch.

Sales and marketing implementation plan.

04

Guide

Support execution and decisions

Coordinate with ownership, the sales team, and specialist partners. Review sales reporting, inventory, and buyer feedback to recommend adjustments to the program.

Sales-program reviews and recommended adjustments.

The scope is tailored to your project. Where a brand is being considered, Jallen works with appropriate specialist partners to support identification and evaluation, subject to owner and brand agreement.

BRANDED AND INDEPENDENT LUXURY PROJECTS

Experience behind Jallen Partners

Led by Jim Jacobson, Jallen Partners brings more than 30 years of new development sales and marketing experience to luxury residential projects.

The projects below reflect experience spanning onsite sales, sales-team management, and strategy development and implementation.

BRANDED RESIDENCES

01	Four Seasons Bora Bora, French Polynesia	FOUR SEASONS
02	The Ritz-Carlton LA LIVE Los Angeles, California	THE RITZ-CARLTON
03	St. Regis Houston, Texas	ST REGIS
04	The Ritz-Carlton The Woodlands, Texas	THE RITZ-CARLTON
05	St. Regis San Francisco, California	ST REGIS
06	The Residences at The West Hollywood EDITION West Hollywood, California	EDITION
07	Amanoca Angra dos Reis, Brazil	ĀMAN
08	Four Seasons Henderson, Nevada	FOUR SEASONS
09	Mandarin Oriental Beverly Hills, California	MANDARIN ORIENTAL
10	Pendry West Hollywood, California	PENDRY WEST HOLLYWOOD
11	Capella Bahia Maroma Riviera Maya, Mexico	CAPELLA HOTELS AND RESORTS
12	The Rosewood San Francisco, California	ROSEWOOD
13	Four Seasons Lake Austin Austin, Texas	FOUR SEASONS
14	Dream Palm Springs Palm Springs, California	DREAM HOTELS

INDEPENDENT LUXURY RESIDENCES

15	Metropolis Los Angeles, California	
16	200 Brannan San Francisco, California	
17	Emeryville Warehouse Emeryville, California	
18	Oriental Warehouse San Francisco, California	
19	8899 Beverly West Hollywood, California	
20	The Harland West Hollywood, California	
21	Leland South Congress Austin, Texas	
22	Hawthorne Houston, Texas	
23	Westmore Houston, Texas	
24	Yerba Buena Lofts San Francisco, California	

Selected experience from Jim Jacobson's career, including roles with prior firms. Responsibilities varied by assignment. Project names reflect the references used during his involvement. Brand marks identify these historical project references.

WORKING WITH JALLEN PARTNERS

A focused partnership. A scope built for your project.

We connect residential sales strategy with practical implementation.

Begin with priorities

We identify the sales decisions ahead, the project's stage, and the support ownership needs, then agree the scope and intended outputs.

Connect the team

We work with ownership, its appointed sales team, and appropriate specialists to establish responsibilities, approval dependencies, and a clear schedule for progress reviews and decisions.

Stay close to execution

We connect recommendations with implementation, review progress and sales information with the team, and bring decisions back to ownership as needed.

ENGAGEMENT OPTIONS

Focused advice. Ongoing support.

Engage Jallen Partners for a specific decision, a defined phase, or ongoing sales-strategy and implementation support. We tailor the scope to your project's stage, existing team, and ownership priorities.

DISCUSS YOUR PROJECT

Begin with your sales priorities.

Define the decisions ahead, the support required, and the right scope for an engagement with Jallen Partners.

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Services and responsibilities are defined for each engagement. Specialist work is coordinated with appropriate partners and the owner's professional advisers.