



Rosales
Partners

real estate services

brokerage | development | management

Shelly Rosales | Partner

Shelly Rosales is the founder of Rosales Partners and as a Partner she oversees all aspects of Property Management and Development. Shelly began her career in property management more than 25 years ago and worked her way from the ground up. She quickly moved through the ranks to become one of the youngest Regional Managers with Lincoln Property Company in Silver Spring, Maryland. She then rapidly advanced to Vice President of Operation with First Worthing Companies and relocated to Austin, Texas.

Her forte was in operations, then she joined the legendary Larry Peel Company where she learned multifamily development from the inside out. In 1998, Rosales joined the national development firm, JPI, a leading merchant builder that specializes in the development of high-end, multifamily projects. Her involvement with JPI was in the Southwest Region, encompassing Austin, Houston, San Antonio, Phoenix, and Scottsdale. Rosales' executive level portfolio spiked to 10,000 units at Westdale Asset Managements as Vice President of Operations. At Westdale she specialized in repositioning value add assets acquired through lender relations. Her most recent management venture was with Campus Advantage where she specialized nationally in the development and management of student housing projects.

In 2001, Shelly became involved in the development of high-end condominiums complemented by luxury hotel services. She launched the Four Seasons Residences, a hi-rise tower, for Maritz Wolff who owned the highly acclaimed Four Seasons Hotel in downtown Austin. This venture led her to join FaulknerUSA, where she directed the development of 5 fifty-five condominiums located in the 31-story Hilton Hotel in downtown Austin.

Combining her management and development expertise, she moved into Asset Management and Acquisitions where she closed more than \$65 million in multifamily transactions in Texas. Rosales grew up in Detroit, Michigan and attended Northwood University where she studied Business. Shelly is married with three sons and the family resides in Austin, Texas.



Shelly B. Rosales

Partner

P.O. Box 340818
Austin, TX 78734

OFFICE 512.276.2300
DIRECT 512.426.2700

EMAIL shelly@rosalespartners.net

www.rosalespartners.net