

Jonathan Shilalis

Real Estate Investor and Operator | Acquisitions, Underwriting, Asset Management |
Multifamily, Fix-and-Flip, Short-Term Rental | Licensed Broker (FL, MA, ME)
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SUMMARY

Real estate operator and former brokerage owner with 15+ years in residential, multifamily, commercial, and short-term rental (STR) investment. Founded and sold a Greater Boston brokerage (\$228M volume, 150+ agents recruited and trained). Developed 3 ground-up multifamily projects and own and self-manage a portfolio of multifamily, fix-and-flip, and short-term rental properties generating \$500K+ in annual revenue; Airbnb Superhost with Guest Favorite listings and a 4.9-star average across 1,000+ reviews. Experienced in acquisitions, asset management, deal sourcing, underwriting, cap rates, due diligence, value-add repositioning, financing, and 1031 exchanges, with commercial marketing on CoStar, LoopNet, and Crexi. Licensed real estate broker in Florida, Massachusetts, and Maine. Uses AI and automation to run lean operations.

CORE COMPETENCIES

Investment Strategy: Value-add and BRRRR (buy, rehab, rent, refinance, repeat), forced appreciation, portfolio repositioning, 1031 exchanges

Multifamily: Cap rate analysis and underwriting, leasing, sales and dispositions, Section 8 and affordable housing

Commercial: Leasing and sales across industrial, retail, office, and mixed-use

Transactions and Due Diligence: Letters of intent (LOI), Phase I environmental site assessments (21E reports in Massachusetts), deal sourcing, commercial marketing

Tools: CoStar, LoopNet, Crexi

EXPERIENCE

Real Estate Investor and Operator (Multifamily, Fix-and-Flip, and Short-Term Rental Portfolio)

Maine, Massachusetts, and Florida | 2020 – Present

- Own and operate a short-term rental portfolio across ME, MA, and FL; \$500K+ gross annual revenue, 90% average occupancy, \$500+ ADR, Airbnb Superhost with Guest Favorite listings, 4.9-star average across 1,000+ reviews
- Built AI guest-messaging and dynamic-pricing workflows and a vetted cleaning and maintenance vendor network, eliminating 20+ hours per week of manual work so the portfolio runs on about 5 owner hours per week
- Developed 3 ground-up multifamily projects, from site acquisition, permitting, and zoning through construction, lease-up, and long-term hold or sale
- Acquired and repositioned value-add properties using the BRRRR method, forcing appreciation through renovation and better management, and used 1031 exchanges to defer gains while growing the portfolio
- Executed fix-and-flip and value-add renovation projects, managing CapEx budgets, contractors, permitting, and zoning compliance
- Sourced off-market acquisitions; underwrote deals using pro forma, cap rate, NOI, and cash-on-cash return analysis; secured acquisition and construction financing; used 1031 exchanges to defer capital gains and recycle equity; led due diligence through closing, delivering 28% average cash-on-cash returns
- Full P&L ownership: revenue management, channel management, turnover operations, guest experience, STR regulations, budgeting, and portfolio performance reporting

Founder and Broker, Shilalis Real Estate

Watertown, MA | 2010 – 2025 (sold); Florida brokerage practice 2025 – Present

- Founded and grew the firm from 3 agents in 2010 to over 20 agents; closed \$228M in sales and lease volume over 15 years; sold the firm in 2025 (now PH Realty Group)
- Recruited and trained 150+ agents over 15 years; built onboarding and lead-distribution systems; 10+ agents went on to become top producers or open their own offices
- Grew the firm from rentals-only to full-service sales, commercial, and property management
- Advised buyers, sellers, landlords, and investors on residential, multifamily, commercial, and investment property transactions, including 1031 exchanges, comparable sales analysis, pricing, financing, negotiation, and closing
- Represented buyers and sellers in commercial sales and leasing across industrial, retail, office, multifamily, and mixed-use property, from LOI through due diligence and closing
- Marketed commercial listings on CoStar, LoopNet, and Crexi, and used comps and cap rate analysis to support pricing
- Continue an active real estate brokerage practice in Florida

ENTREPRENEURIAL PROJECTS

- **DISCpute Resolve, Founder / Product Lead (2026 – Present):** Conceived, designed, and shipped an AI mediation app solo in about 5 months using AI-assisted development; live on the App Store and Google Play with 1,500+ installs, with LLM and voice features and Stripe / in-app subscription billing
- **Nessa Bottles (2025):** Invented a dumbbell-shaped baby bottle; granted U.S. design patent (D1,140,040, 2026) and trademark; sourced overseas manufacturers; built Shopify pre-launch site
- **Sun Biz Broker (2026 – Present):** Founded a Florida business brokerage handling business valuation (SDE / EBITDA), buyer qualification, and confidential marketing under NDA
- **10x AI Consulting (2024 – Present):** Built workflow automations and websites for small-business clients

LICENSES

Licensed Real Estate Broker: Florida, Massachusetts, Maine

EDUCATION

Bachelor's Degree, Business Management, Lasell University, 2006 – 2009

SKILLS

Short-Term Rental Operations: STR operations, vacation rental management, revenue management, dynamic pricing, ADR, occupancy rate, RevPAR, guest experience, Superhost, channel management, turnover and cleaning operations, vendor management, STR regulations and permitting

Acquisitions and Underwriting: Acquisitions, deal sourcing, off-market, underwriting, pro forma, cap rate, cash-on-cash return, NOI, comparable sales analysis, market analysis, due diligence, real estate financing, construction financing, 1031 exchanges, commercial real estate, multifamily development, fix-and-flip, zoning and land-use compliance

Asset Management: Asset management, CapEx planning, value-add renovation, budgeting and forecasting, P&L ownership, portfolio performance reporting, property management oversight, risk management, insurance

Brokerage and Leadership: Brokerage operations, agent recruiting and training, sales leadership, team building, pipeline management, owner and landlord acquisition, client retention, negotiation, business sale and exit

AI and Automation: AI automation, workflow automation, LLMs (ChatGPT, Grok, Grok Bot, Claude, Abacus AI, OpenClaw, and more; OpenAI API), customer messaging automation, process improvement, no-code and AI-assisted app development