

JF Capital and Partner Fusion Launch Brixio to Disrupt Traditional Flow of Real Estate Deals

Although the game is the same, Brixio opens door for new players to win

LEHI, UTAH, UNITED STATES, January 29, 2016 /EINPresswire.com/ -- Commercial real estate has long followed traditional business models, until now. Today, [JF Capital](#) and [Partner Fusion](#), a leading technology incubator, have formed [Brixio](#) to unite best practices from the real estate world with market changing technology. This joint effort will help change the way real estate deals get done, from leasing to acquisitions, sales and capitalization.

Brixio will leverage 50 years of expertise and relationships within JF Capital's seasoned team. It will bring a new approach that will accelerate deals for tenants and property owners, as well as developers and investors.

Commercial real estate innovation has focused on the traditional belief that supply or listings are of most value, according to Steve Sandholtz, managing partner of JF Capital. "Brixio was formed to do it differently," Sandholtz said. "We are innovating the buyer and demand side of the business."

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Daniel A. Nelson, CEO of Partner Fusion

Brixio founders started with the question: Why is there no innovation to help commercial real estate buyers? While, it takes both a buyer and a supplier to do a good deal, traditional practices focus less on the buyer. Founders are focused on opening common silos in the industry to benefit buyers, owners, and investors alike.

Companies have not invested in the technology to listen, according to Daniel A. Nelson, CEO of Partner Fusion. “Buyers are telling the market what they want, but no one is listening. This is where we're different,” said Nelson. “We have the technology to listen, so we can identify buyer needs and

match them to the solution—the right seller—long before the guy with the sign on the building. Now, the buyer's inquiry or phone call becomes the most essential part in a real estate transaction—not an



annoyance.”

JF Capital is a Utah-based, boutique real estate investment management and development firm, which has successfully completed \$700 million real estate acquisitions and developments since 2007. JF Capital has diverse expertise in multi-family construction, senior housing, land acquisition, homebuilding, and commercial development. JF Capital is widely recognized for its deep market relationships, entrepreneurial leadership team, and consistent performance.

Partner Fusion is a leading marketing and technology incubator. Using its proprietary technology platform, it has helped startup teams create sustainable businesses in a variety of markets. Partner Fusion has prototyped and tested dozens of ideas and formed and operated several companies. Success is driven through its technology platform, expert data science, and comprehensive search and marketing strategies. Based in Utah, Partner Fusion’s portfolio of companies includes TravelPASS Group, Ticket Counter, and PageLaunch.

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