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From the Puget Sound Business Journal:

<https://www.bizjournals.com/seattle/news/2018/07/26/talon-private-capital-m-management-partners.html>

Talon Private Capital doubles in size with new M Management Partners division

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In an effort to appeal to tenants that want specific services — like wellness centers and cafeterias — for their buildings, Seattle real estate company [Talon Private Capital](#) added a new division.

Talon | M Management Partners will be led by industry veterans and spouses E.J. and [Tamara Maloney](#).

The expansion comes at a time when the asset management part of the commercial real estate industry is starting to focus more on tenant experience instead of just the buildings themselves. It's all about attracting and keeping tenants.

Talon launched Talon | M Management Partners (the M is for Maloney) to have more "complete control" of the overall real estate services provided at its properties, [E.J. Maloney](#) said in an email interview.

He and Tamara are partners with Talon Private Capital founding Principals [Jim Neal](#) and [Bill Pollard](#). Talon manages 2 million square feet of both Talon investments and third-party investments.

Maloney said Talon | M Management Partners introduces programs and amenities at properties to "enhance inspiration and creativity (with) forward-thinking programming."

The idea is to help tenants cultivate work/life balance through conveniences, employee health, wellness, recreation and learning opportunities, he said.

Talon | M Management Partners, which is headquartered in Bellevue, launched this spring and has 18 employees. This brings to 35 the total number of employees under the umbrella of Talon, a private equity investment firm, which since 2010 has invested more than \$1 billion of debt and equity.



TALON | M MANAGEMENT PARTNERS

Tamara Maloney is director of Real Estate Services of Talon | M Management Partners, a new arm of Talon Private Capital of Seattle.

The company buys underperforming assets, improves them and then sells them. Property management is key to doing this.

In Kirkland, the company is building the initial phase of its first ground-up development, Kirkland Urban. Talon and project partners PGIM Inc. (formerly Prudential Investment Management) and Ryan Cos. are developing the 11.5-acre mixed-use development. Ultimately, it will have up to nearly 1.2 million square feet of commercial and residential space.

The Maloneys previously worked at Pinnacle, a large national real estate services company.

At Talon | M Management Partners, E.J. is managing principal overseeing overall operations, and Tamara is director of real estate services with responsibility for Talon assets as well as other accounts.

Marc Stiles

Staff Writer

Puget Sound Business Journal

