



## TEXAS REAL ESTATE INVESTMENT FIRM 35 SOUTH CAPITAL ANNOUNCES FIRST PROPERTY ACQUISITION IN AUSTIN MARKET

*The company acquires and develops mixed-use, retail, multi-family, and office property throughout the Texas Triangle, providing individuals and families the opportunity to invest in unique projects*

**AUSTIN, TX – January 11, 2022** — Texas-based real estate investment manager [35 South Capital](#) announced its first acquisition in the Austin market within its Front Porch Fund II fund vehicle today, purchasing the 24,130 square-foot West Lake Hills Plaza located at 3811 Bee Caves Road. The boutique office building sits on 2.65 acres in a prime location in the prestigious West Lake Hills community. The property is home to Victory Medical Group, Benchmark Bank, Edward Jones, and other community-oriented businesses, and 35 South Capital plans to modernize the building.

“Austin is firing on all cylinders with growth in tech, manufacturing, education and government sectors and we don’t anticipate this to slow down anytime soon,” said 35 South Capital CEO John Morton. “We will take a measured approach as we expand our presence here and find opportunities where we believe we can enhance value like West Lake Hills Plaza.”

35 South Capital’s Front Porch Fund II provides access for individuals and families to directly invest in and own a piece of properties in their communities. The firm kicked off the fund in May of 2021 and acquired its first property soon thereafter – a two-story, 13,142 square-foot, mixed-use, retail and office project at 3642 University Blvd., situated in the affluent West University Place neighborhood of Houston.

Launched in 2021 in Houston by a quartet of real estate industry veterans, the firm is led by Morton, who comes to the role with over 20 years of experience. Prior to helping establish 35 South Capital, he founded Triple Crown Investment Group, a family office and real estate investment company based in Houston. The firm was recently a Houston Business Journal Landmark Award finalist for its development of the Southside Commons building located at 4191 Bellaire Blvd.

He is joined by 35 South Capital Chairman Steve LeBlanc, former co-founder and Senior Advisor of CapRidge, a real estate investment company focusing on value office acquisitions; Chief Financial Officer John Anderson, co-founder of CJN Investments, a boutique private equity firm that invests in local businesses and real estate in the greater Houston area and throughout Texas; and Ryan Haley, Chief Operating Officer, who previously established Barbour Investments, a real estate development and investment company which focuses on boutique office and mixed-use projects in Houston.

Together, 35 South Capital’s team has over 100 years of experience in all major product types leading publicly traded Real Estate Investment Trusts (REITs), large institutional investors, private equity funds, and development companies.

"By making the most of our connections and experience, we are focused on providing unique opportunities to invest in desirable locations across the state," said 35 South Capital CEO John Morton. "Our collective knowledge helps to identify properties and projects that not only achieve our investment objectives but also add value to the community. The teams' unique skills position our firm well to execute on our strategy and make a significant impact in the Lone Star State."

Inspired by the business model adopted by Southwest Airlines to service the Texas Triangle, 35 South Capital's strategy for their Front Porch Fund II is to find and enhance value of commercial real estate projects located in the Texas's four major markets – Houston, Dallas/Fort Worth, Austin, and San Antonio.

"The Texas economy is the strongest in the nation with a dynamic real estate market, perfect to bring our platform to individuals and families looking to add private commercial real estate to their portfolio," said 35 South Capital Chairman Steve LeBlanc. "Our early success only solidifies our strategy, backed by decades of experience among our team of real estate veterans. We look forward to unveiling more acquisitions and developments throughout the state and opening up Front Porch Fund II to many more investors."

Further information about the company and its executives can be found at [www.35southcapital.com](http://www.35southcapital.com).

MEDIA PHOTOS: [Dropbox](#) (Courtesy 35 South Capital)

###

#### **ABOUT 35 SOUTH CAPITAL**

35 South Capital is a Texas real estate investment company with offices in Houston and Austin, founded by four accomplished industry veterans in 2021. The mission is to provide best-in-class real estate investment opportunities to families and individual investors by leveraging statewide relationships and designing creative solutions for complex transitions that maximize the potential for each asset. The company actively seeks out property acquisitions throughout the Lone Star State, focused on investing in the four major markets of the Texas Triangle: Houston, Dallas, Austin, and San Antonio. 35 South Capital leverages over 100 years in combined real estate experience between its principal partners. For more information, please visit [www.35southcapital.com](http://www.35southcapital.com).

#### **MEDIA CONTACT**

**PRESS CONTACT:** Johnston Farrow  
Public Content  
(409) 974-5335  
[johnston@public-content.com](mailto:johnston@public-content.com)

**LOCAL CONTACT:** Ashley Zahn  
35 South Capital  
(713) 397-9489  
[azahn@35scap.com](mailto:azahn@35scap.com)



Pictured above: 3811 Bee Caves Road Austin, Texas 78746



Pictured above: Steve LeBlanc, John Anderson, John Morton, Ryan Haley