

PASADENA

MARCH / APRIL 2022

Women OF Pasadena

INTERVIEWS WITH
SOME OF THE CITY'S
LEADING LADIES

TOP ATTORNEYS

EVERYWHERE TO EAT RIGHT NOW

YOUR BEST SPRING BREAK

204

Interior
Designer
Rozalynn
Woods

\$5.95 MARCH/APRIL 2022



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THE EXPERT

JONATHAN GENTON

Clockwise from below: Jonathan Genton. An \$8.5 million model unit at the Four Seasons Private Residences Los Angeles designed by Martin Lawrence Bullard. The pool at the residences. A well-appointed outdoor space.

The developer on his Pasadena go-tos and his recent achievement—the Four Seasons Private Residences Los Angeles, the first North American standalone Four Seasons residential project. **BY SARA SMOLA**

As senior managing partner and CEO of Genton Cockrum Partners (GCP), Pasadena resident Jonathan Genton is responsible for all aspects of operations including acquisitions and development. Currently, he's celebrating a milestone: completion of the Four Seasons Private Residences Los Angeles. The 12-story tower is comprised of 58 bespoke luxury residences and a two-level, top-floor case study-inspired architectural penthouse,



located in the heart of the city's creative hub.

If someone is looking to downsize from a family home to a residential tower, what should they look for?

> People should consider how the building is going to be maintained, so that their investment is never going to diminish because of a lack of care. We don't want to buy something and sell it at a loss. I want to buy something, enjoy it, and sell it at a gain.

How does a building perform, where is it located, and does it serve your lifestyle? [Also consider] the security aspect. At Four Seasons, there's a security detail, dedicated employees who know who should and shouldn't be there, so it's very personalized.

What does a brand like the Four Seasons bring to the resale value of a second home?

> It's a global brand, so your audience and your buyer base are global. Global markets behave differently, as consumers or as sellers, than an isolated local market. Seventy percent of my buyers are international. The brand comes with an extraordinarily high level of service and is timeless. While the ocean may go up and down, branded real estate is the port; it always stays at the top of the relative market.

What drew you to this specific location for development?

> One, it's where our customer wants

COURTESY FOUR SEASONS



to be. Our customer has a relationship with Four Seasons, they stay at the Four Seasons Hotel Los Angeles at Beverly Hills. That customer is concentrated in that area, and they do not have this product available to them elsewhere. Some of our buyers live in hotels because they want that level of service, comfort, and security—literally lock the door and leave and then they travel with the brand.

How have Southern California real estate values changed in the last five years—and how do you think things will look five years from now?

> Over the last five years, we've been busier than we could ever imagine. Even through COVID, branded residential real estate outperformed the market. There are vast opportunities for this product in markets that aren't Beverly Hills, certainly within Pasadena, San Marino, La Cañada ... there's a lot of our customers sitting there. In terms of our

product and what we do, there's still a scarcity of housing. It's not going to get better; housing prices are not coming down. If you look at what has happened in the last five years, that will only exacerbate itself in the next five years.

As a Pasadena resident, what are some of your favorite places within the city?

> The nice thing about Pasadena is whatever mood you're in, you can scratch that itch. I've lived here for so long I kind of reminisce back to what used to be here. My favorite store that's remaining is Jacob Maarse. I think Union is terrific, it's pushing the envelope in terms of a culinary experience. The activity in the Rose Bowl is always entertaining. Pasadena has always taken such a forward step in protecting and enhancing its cultural assets. I work all over the world, but I always come back to Pasadena. 📍