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Luxury Hospitality Advisors Launches LHA Realty to Support Residential Hospitality Projects Cezil Jondonero to Lead New Division

Los Angeles, CA – July 15, 2025 – Luxury Hospitality Advisors (LHA), a leading advisory firm specializing in hotel and resort development, is proud to announce the launch of **LHA Realty**, a new division dedicated to supporting residential components within hospitality-led projects. LHA Realty will provide strategic advisory services to developers and ownership groups, with a particular focus on branded residences, condo hotels, and other projects where pre-construction residential sales are a key part of the capital stack.

This new division reflects LHA's growing involvement in mixed-use hospitality developments that combine luxury hotel operations with real estate offerings. LHA Realty's core services include site planning recommendations, brand and operator selection, programming strategies, sales team oversight, and introductions to institutional and bulk buyers for pre-construction residences.

Cezil Jondonero, a seasoned expert in residential real estate, has been appointed to lead the new division. With a strong background in luxury residential and hospitality development—including luxury residences and pre-opening advisory—Jondonero brings a wealth of experience to this expanded service line.

"We are seeing a surge in interest from investors looking for flexible ownership models in luxury environments, particularly in resort destinations," said **Cezil Jondonero**, Head of LHA Realty. "LHA Realty allows us to fill an important gap in the market by connecting well-conceived residential offerings with both retail and institutional buyers early in the development process."

With this new capability, LHA aims to help developers de-risk their projects, accelerate financing timelines, and optimize pricing strategies for residential components—particularly those that offer rental income potential or are tied to luxury hotel brands.

"Launching LHA Realty is a natural evolution for our firm," said **Teresa Holden**, Co-Founder and Managing Director of Luxury Hospitality Advisors. "We've seen firsthand how critical it is to integrate the residential sales strategy into the broader hospitality vision. With Cezil at the helm, we're well positioned to help clients realize the full value of their luxury residential and

condo hotel developments.”

LHA Realty is currently advising on several resort developments in the Caribbean and the US. The division will also partner with real estate brokerages and sales platforms to support high-performance sales teams and curated marketing strategies.

For more information about LHA Realty or to inquire about project advisory, visit <https://luxuryhospitalityadvisors.com/residential-services/>.

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About Luxury Hospitality Advisors

Luxury Hospitality Advisors, located in Newport Beach, California, is a boutique luxury hotel acquisitions and advisory firm that guides, assists and implements solutions for hotel owners and investors in selecting the best course of action as it relates to luxury hospitality assets. The company also advises on site planning for mixed use developments with a hospitality component and residential sales for new construction.

Principals have served in leadership positions with iconic luxury brands in roles including hotel management, rebranding with a focus on value enhancement, asset management, investments, dispositions, acquisitions, refinancing and recapitalization.