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MULTIFAMILY INFLUENCERS INDIVIDUAL



Wesley A. Larson

Wesley Larson left his hometown of Bremerton, WA after he graduated from high school in search of new experiences in New York City, Tokyo and Vienna. As an attorney, he accumulated 25 years of experience in international banking, real estate acquisition, investment and development, however, a vision for revitalizing the former WWII boom town where he grew up—and which had dwindled from 80,000 to

40,000 residents with an abandoned downtown core—brought him home to Bremerton. Larson bought an old Ford dealership and Sears department store and transformed them through adaptive reuse into 27 loft-style apartments with retail space. He assisted local retirees to fulfill their dream of opening a restaurant in the retail space underneath the repurposed apartments. He restored a movie theater where Frank Sinatra and Bing Crosby once performed and advocated for a fast foot ferry from Bremerton to Seattle. Twelve years ago, Larson founded Sound West Group, where he now serves as principal and CEO and is responsible for putting together deals and coming up with the equity and financing to make them happen. Currently, SWG has more than 800 apartments in development and construction and a total stabilized value of more than \$650 million of assets under management. One of his proudest recent accomplishments was pivoting the \$140 million Marina Square project, which was planned as two towers, a hotel and an apartment tower, during COVID-19. When the hotel market dried up, the project had to evolve and the hotel was converted to extended-stay suites and workforce housing. Marina Square was one of the first qualified Opportunity Zone projects in the state of Washington and has won many awards. ♦