

SHAWN JACOBS



A TRUSTED GUIDE IN MULTIFAMILY INVESTMENTS

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For Shawn Jacobs, real estate is about Estate + Development, Shawn has spent eight years helping clients grow their portfolios — from first-time investors purchasing duplexes to

seasoned buyers acquiring 100-unit complexes.

“The most rewarding part of my business is watching my clients build their wealth and create freedom through real estate,” Shawn said. “It’s amazing to see how one purchase can lead to a lifetime of opportunity.”

Shawn began his real estate career when he was just 20 years old, attending college at night and selling residential properties during the day. Now, he leads MOXIE Multifamily alongside team members Kyle Kimble and Danny Kolp, who specialize in small to mid-size multifamily investments.

“We’re able to help our clients with anything from a single-family rental or a 100-unit apartment complex,” Shawn said. “Our team is unique in that we can grow with them and have off-market opportunities for all sizes of purchases.”

Shawn was recently recognized as the #1 multifamily sales leader by the Greater Regional Alliance of REALTORS® (GRAR) and the Commercial Alliance of REALTORS® (CAR) West Michigan in 2025, further solidifying MOXIE Multifamily’s position as a market leader.

“One of my biggest professional achievements is buying a 38-unit apartment complex outside Rochester, Michigan, with a group of partners from San Diego,” Shawn added. “It was mostly vacant and distressed. We renovated, repositioned, and sold the property in 14 months. It made me a better agent.”

Shawn’s ability to connect investors with opportunities has made him a trusted name in Grand Rapids, even as challenges mount. “Finding investment opportunities is difficult,” he admitted. “Grand Rapids has seen most of its growth in the past few decades, so there is limited supply of multifamily buildings built since 1980. High inflation and interest rates make it hard to build new inventory, so the lack of supply is the biggest challenge.”

Despite the market constraints, Shawn has built a reputation for integrity and reliability.

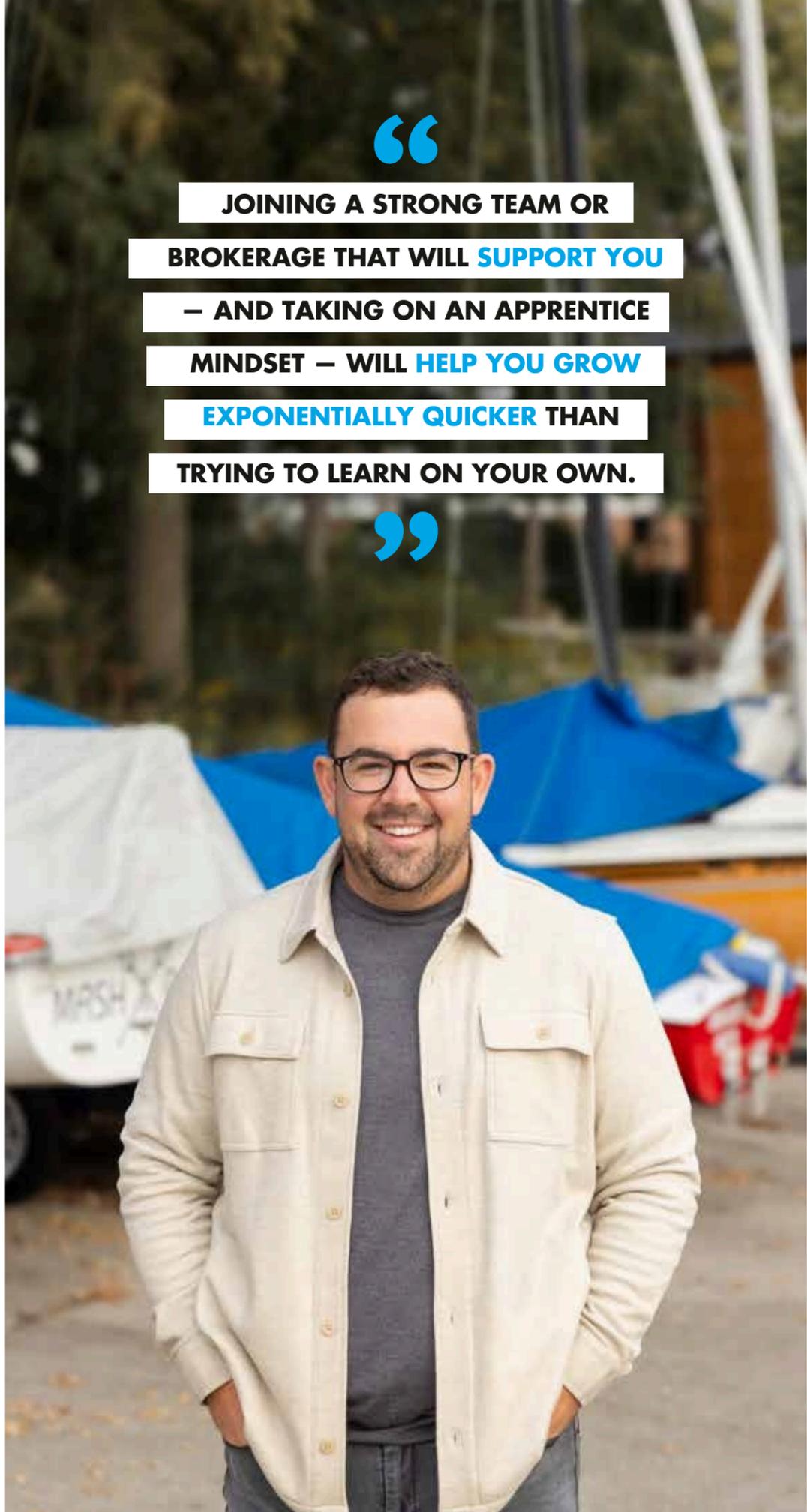
“We’ve developed a network of agents, property managers and attorneys who trust us to bring a buyer who will close the transaction and not disturb tenants,” he said. “When those opportunities come up, we want to be top of mind.”

Outside of work, Shawn finds balance in the outdoors and family life. “On the weekends, I spend most of my time boating on Lake Michigan or on the water in northern Michigan,” he said. “I love to fly fish, hunt, hike, and camp — anything outdoors. I’m also an avid traveler and love spending time with family, friends, and my golden retriever, Shae.”

Shawn embraces growth and entrepreneurship in every aspect of his life. For new agents, he reminds them to find a niche and don’t be afraid to pivot. “Joining a strong team or brokerage that will support you — and taking on an apprentice mindset — will help you grow exponentially quicker than trying to learn on your own,” he added.

When it comes to success, Shawn defines it by how much of a lasting impact he has had on others. “To me, success means creating a reputation within the Grand Rapids real estate community as a leader with integrity in the multifamily space,” he said. “We want to be advisors for all of our clients’ multifamily needs, even if we’re not part of the deal.”

“I want to be remembered for running a business based on integrity and doing the right thing, even when it’s hard,” Shawn shared. “There’s enough business for everyone, and I love that real estate can be a team sport.”



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