



Tony Alfonso

Co-Founder & Chief Strategic Architect and
Legal Engineer

Partner of SeedJura, PLLC

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With over two decades of experience, Tony is a visionary and change-maker in the real estate sector of the legal industry. His revolutionary approach is transforming the delivery of legal services in this fast-paced field, merging traditional expertise with innovative strategies for a profound and transformative impact.

LEGAL EXPERIENCES

As SeedJura's Chief Strategic Architect and Legal Engineer, Tony helps SeedJura reshape legal services for the digital era. Merging cutting-edge technology with innovative processes, Tony ensures SeedJura's offerings are not only swifter and more cost-efficient but also harmoniously aligned with modern digital demands. Tony's combination of legal experience, technological insight, and deep industry expertise positions SeedJura to design legal services which effectively utilize technology and provide clients with an unparalleled experience.

Tony's forward-thinking mindset is exemplified by his recognition as a LEED Accredited Professional, an accolade bestowed by the United States Green Building Council. This designation reflects his dedication to advancing sustainable and resilient projects. Tony is passionate about implementing innovative financing models, such as Property Assessed Clean Energy (PACE), to assist clients in achieving their sustainability goals.

In addition to his focus on sustainable development, Tony's expertise extends beyond national borders. He has a proven track record of assisting Asian and other foreign companies in making impactful investments in U.S. assets. Drawing on his extensive experience representing both U.S. and international entities, Tony adeptly navigates cultural and business differences, streamlining transactions for optimal efficiency and effectiveness. His unique skill set enables him to bridge gaps and facilitate successful cross-border collaborations.

Tony's commitment to sustainability, coupled with his international business acumen, positions him as a valuable asset in delivering comprehensive legal services that align with global perspectives and trends.

His past legal experiences include:

- ❖ Represented public national homebuilder in connection with acquiring, financing, developing and selling single and multi-family residential communities totaling in excess of \$150 million, including procuring developable real property through acquisition of distressed loans and completion of deed in lieu of "friendly foreclosure" transactions.



- ❖ Represented national real estate investment fund with over \$1 billion in assets in connection with acquiring, selling and leasing various types of commercial real estate projects, including structuring complex financing transactions through joint venture arrangements.
- ❖ Represented public national homebuilder in connection with the sale of club facilities and other common amenities serving single and multi-family residential and master planned communities.
- ❖ Worked as the agent for various national title insurance companies on issuing numerous title insurance policies and resolving complex title and survey issues in connection with the acquisition of various types of commercial real estate projects.
- ❖ Represented public national retail pharmacy in connection with acquiring, developing and leasing numerous locations as part of an expansion of its brand in Florida.
- ❖ Represented national and regional financial institutions in connection with resolving issues related to various types of distressed assets, including addressing delinquent loans by acquiring title to the underlying REO assets through deed in lieu of “friendly foreclosure” transactions, completion of “short sale” transactions and disposition of various types of real estate owned (REO) assets, including retail and multi-family properties.
- ❖ Represented public real estate investment trust in connection with the acquisition and development of real estate for construction of office buildings and corporate parks.

BUSINESS EXPERIENCES

Tony has established a strong reputation by diligently representing real estate developers and investors, garnering in-depth knowledge of the complexities within the industry. However, his innovative approach goes beyond traditional practices. Tony is a true pioneer in embracing cutting-edge technologies, including Generative AI, Proptech, advanced data management solutions, tokenization, and blockchain.

By integrating these state-of-the-art technologies into real estate processes, Tony stays at the forefront of industry trends and empowers his clients to do the same. His forward-thinking mindset and strategic guidance enable clients not only to keep pace with the dynamic market but also to take a leading role in shaping its direction. Tony's ability to leverage technology and implement innovative solutions sets him apart as a trailblazer in the real estate landscape.

“Technology is a tool to bring people together which allows them to think, interact and work differently. We must look at technology holistically and creatively, but most importantly, we must ensure that technology works with our legal structure for the improvement of client services and the lives of lawyers,” a direct quote from Tony.

BACKGROUND INFO

Tony, a Miami native, continues to call the vibrant city of Miami, Florida, his home, where he resides with his wife and three beloved children. Besides his dedication to enhancing legal services, Tony finds solace and joy in immersing himself in the world of the arts. His wife, a renowned textile artist, shares his passion for creativity, fostering a shared appreciation for artistic expression. When not immersed in his professional endeavors, Tony embraces the opportunity to appreciate and engage with various forms of art, enriching his life beyond the realm of law. Despite his appreciation of the arts, he also harbors a love for science fiction and enjoys delving into books exploring the vast mysteries of the universe.