JTW Advises JK Monarch on Sale to Trumark Homes

JTW Mandate: **M&A Sell-Side**

Client: **JK Monarch Homes**
Client Type: **Private Company**
Industry: **Homebuilding**
MSA: **Seattle**
Revenue: **$40 - $60 MM**
Closings: **50+**
Owned + Controlled: **500+**

Counterparty: **Trumark Homes**
Counterparty Parent: **Daiwa House Group**
Counterparty Type: **Japanese**

Deal Type: **Asset Sale**
Deal Size: **Confidential**
Date Closed: **March 2026**
Included: **Homebuilding Operation, Land Development Operation, WIP, Owned & Controlled Future Lots**

"We enjoyed working with the JTW team. JTW was instrumental in identifying and structuring a transaction that met the objectives of our ownership group, my family, and the dedicated employees of JK Monarch. The JTW team has been a trusted partner throughout every step of the process."

Johnathan Bartels
Founder & CEO, JK Monarch

CLIENT PROFILE

Jonathan Bartels is a serial entrepreneur. Jonathan founded JK Monarch in 2011 after selling his first business, Northwest Landscaping Co., in 2007 to the Brickman Group. JK Monarch was engaged in land entitlement, land acquisition, and land development, as well as residential homebuilding in the greater Seattle market, with a focus on Pierce, King, Thurston, and Kitsap Counties. Due to capital constraints and risk aversion, JK Monarch had historically sold significant plats of entitled paper lots to other homebuilders in the market, thus inhibiting the homebuilding company's ability to grow and reach scale.

OBJECTIVES

Jonathan Bartels sought to identify a buyer who would provide both capital and opportunities for his team to continue growing market share in the Seattle market. A well-capitalized buyer would no longer need to sell off larger plats to other builders, allowing JK Monarch to achieve scale by building through all their land positions.

PROCESS

JTW Advisors served as the exclusive sell-side advisor throughout the process. JTW facilitated executive-level introductions to potential buyers, managed the competitive sale process, and guided negotiations to achieve terms aligned with ownership's goals. The team coordinated due diligence and closing, maintaining confidentiality while ensuring continuity for JK Monarch's employees and ongoing projects.

OUTCOME

Trumark Homes, majority-owned by Japan's Daiwa House Group, acquired JK Monarch Homes, marking Trumark's entry into the Seattle market. The transaction provided JK Monarch's ownership group with liquidity while positioning the business to grow with Trumark's capital and national platform. The deal was one of two JTW-advised transactions in March 2026 involving Japanese acquirers entering or expanding in the U.S. homebuilding market.