



The Fallon Company Appoints Managing Director, Development in Nashville

Industry veteran Trael Webb to oversee operations and development in one of nation's hottest real estate markets

Boston, MA and Nashville, TN – (May 5, 2022) – [The Fallon Company](#), a leading national real estate development firm, today announced the hiring of real estate, development, and construction management professional **Trael Webb** as managing director, development in Nashville. He joins Ben Farrer, managing director, Nashville, to expand the firm's market presence and local capabilities.

The Fallon Company is an award-winning, privately-owned commercial real estate development firm that creates large-scale, urban mixed-use neighborhoods. Since its founding in 1993, the company has developed more than \$6 billion in real estate representing more than six million square feet in property across the eastern U.S. Headquartered in Boston, The Fallon Company also has offices in Charlotte and Raleigh, N.C., in addition to Nashville.

"We're committed to creating extraordinary mixed-use developments, innovative buildings and destination neighborhoods that reflect the character and history of local communities and we look forward to bringing this approach to Nashville," said Michael Fallon, chief executive officer of The Fallon Company. "Trael brings a deep understanding of the market from both the public- and private-sector perspectives and a strong track record of success in Nashville. His expertise, relationships, insights and leadership will be invaluable as we deliver projects that add value to this thriving city."

Webb brings extensive experience in delivering large-scale, complex mixed-use and hospitality projects in Nashville, Dallas and Washington, DC. Prior to joining The Fallon Company, the University of Tennessee graduate served as director of public property administration for the Metropolitan Government of Nashville and Davidson County, where he managed the city's vast real estate portfolio and development projects. Before that, Webb led large ground-up development and expansion projects for Ryman Hospitality Projects, owners of the Gaylord Hotels and Convention Centers, including Soundwaves at Gaylord Opryland.

Webb will manage The Fallon Company's project portfolio in Nashville and will be responsible for all pre-development activities, including entitlement, programming, design team selection and performance, project budget development, permitting, construction management and project delivery.

"As a Nashville native, I am honored to be joining The Fallon Company to help guide the firm's expansion in one of the country's most exciting real estate markets," Webb said. "In my previous roles, I contributed to Nashville's momentum as a city on the rise and I look forward to bringing my industry expertise the Fallon team as we deliver transformational projects that will make Nashville an even greater place to live, work and play."

For nearly 30 years, The Fallon Company has maintained a steadfast commitment to developing large-scale, mixed-use projects that positively transform neighborhoods in each market across its project portfolio. Most recently, The Fallon Company celebrated the [grand opening of 301 Hillsborough](#), a 19-



story Class A office tower, marking the completion of the first phase of development at [Raleigh Crossing](#), its first mixed-use project in Raleigh. In November 2021, The Fallon Company marked the [grand opening of 10 Fan Pier Boulevard](#), a 17-story campus for MassMutual in Boston's [Fan Pier](#), the firm's award-winning, 21-acre mixed-use development that serves as the gateway between Boston's Financial District and its vibrant waterfront.

About The Fallon Company

The Fallon Company is a privately held commercial real estate owner and developer. Founded in 1993, The Fallon Company has developed over \$6 billion in real estate, representing more than six million square feet of property. Over the course of nearly 30 years, the Fallon Company has earned a reputation as one of the premier developers of transformational, urban mixed-use environments in the Eastern United States. The company is headquartered in Boston, Massachusetts with offices in Charlotte, Raleigh, and Nashville. For more information, visit www.falloncompany.com.

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