



Q&A with HALL Arts Residences General Manager Brandon Davidson



HALL Arts Residences General Manager Brandon Davidson shares insight into what it's like running Dallas' premier luxury residential tower. From beginning his career in law enforcement to the things he loves most about his current role, Brandon brings a unique and valuable set of skills to leading the HALL Arts Residences team.

How did you get your start in the hospitality industry? What led you to working at HALL Arts Residences?

Well, I took a pretty unique path. I spent nine years working in law enforcement, six of which were spent undercover. That experience is where my hospitality skills first developed. I learned a lot about conflict resolution, dealing with high stress moments, and interacting with people on what is typically their worst day.

In 2016, I joined the Omni Hotels & Resorts team as the Director of Guest Experience for the Omni Dallas Hotel, a 1,016-room hotel connected to the Dallas Convention Center. Building relationships in the hospitality industry led to discussions about residential property management. After learning about the Hall Arts Residences position, I knew that it was a role I wanted to take on. I started at Hall Arts on June 8, 2020.

Can you give us a behind the scenes look at the day in life of a General Manager at HALL Arts Residences?

My typical day is filled with everything from working with our team members to make sure everything is running smoothly, property walks and inspections, financial reporting, reviewing and approving costs and a lot of communication with both homeowners and our service providers. I also work very closely with our board of directors to ensure our homeowners' experience is at the highest level.

How does your role at HALL Arts Residences differentiate from typical general manager roles within luxury residential properties?

The short answer is accessibility. Unlike other residential properties, all homeowners and service providers have direct access to me at all times. I do not use a company phone and give my personal cell phone number to every homeowner during their orientation so they can reach me day or night. Should an issue arise at the building, my leadership style is very hands on and collaborative.

We are the first high-rise multifamily tower in Texas to receive WELL Gold Certification, which we worked extremely hard to achieve. This means that our homeowners can rest assured that their wellbeing is the focal point of our operation. From lighting in the building, to the quality of filtration systems, and even the healthy snack options that we provide, we not only want our homeowners to live the highest quality life possible but also the healthiest.

You've been working at HALL Arts Residences for over three years now. In your opinion, what makes it stand out amongst other luxury residential properties regionally and across the country?

Our service is unmatched. We've assembled a team with luxury hospitality experience, setting us apart from typical residential properties. Our approach is more akin to a luxury hotel than an HOA property. I manage with a "the answer is yes, now what is the question" mindset. While we follow our governing documents to protect the building, we prioritize each homeowner's needs and aim to resolve any issues that arise efficiently, understanding their busy lives and working to minimize disruptions.

Why should someone consider living at HALL Arts Residences?

First, the building's architecture and design is beautiful, and in my opinion, unmatched. Second, the one-of-a-kind service we provide. From grocery shopping for when you arrive home and running water in your home while you are away, to organizing private car transfers to and from the airport and 24-hour valet, and even helping with party planning and move-in services, these are just a few of the white glove services we provide. Additionally, homeowners have quarterly one-on-one meetings with me to share feedback on any areas we can improve.

What is something you're excited about for the future of HALL Arts Residences?

I am excited to continue to grow our community. This fall, we are completing 12 new units on floors 20 through 25, called the Masterpiece Collection, and we are looking forward to welcoming new residents to the building.

We also have a lot of exciting things planned when it comes to private events for residents, including a glass-blowing workshop, holiday cocktail making class, and our annual holiday party. These events are a great way for residents to enjoy the building's amenity spaces and get to know their neighbors.