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FOR IMMEDIATE RELEASE

## **THE MARK COMPANY ANNOUNCES COMPLETION OF SALES AT MADRONE IN SAN FRANCISCO**

### **Success of High-End Residential Condominium Solidifies Mission Bay as a Desirable Live and Work Community**

San Francisco – April 10, 2013 – The Mark Company, one of the nation’s leading real estate sales, marketing and research firms, has announced the completion of sales at Madrone in the emerging neighborhood of Mission Bay in San Francisco. The high-end residential condominium developed by Bosa Development Corporation features two towers with 329 modern, light-filled homes.

“The success of Madrone has helped transform the up-and-coming Mission Bay neighborhood into a vibrant live and work community,” stated Alan P. Mark, Founder and President of The Mark Company. “The area was not a proven location for sales when the building went to market in 2011, but our strategy and the vision of Bosa came together to complete one of San Francisco’s most successful projects in more than a decade.”

In 2012, The Mark Company achieved ongoing sales of 23 units per month for Madrone over the course of the year, despite a still recovering economy. More than 200 residences were sold by the building’s completion in August 2012, making it San Francisco’s fastest selling property.

Located on the waterfront, Madrone offers bay, city and Bay Bridge views. The building’s 16-story towers include one-, two- and two-bedroom plus residences, along with several two-story townhouses. The floor plans throughout are spacious, comfortable and modern. Amenities include an elevated outdoor pool deck and spa, sundeck, outdoor barbecue and lounge areas as well as an entertaining kitchen, fitness center, screening room and attended lobby.

The building is situated close to numerous highways as well as Caltrain and other public transportation, which provide easy access to Silicon Valley and the entire San Francisco Bay area.

“Madrone was especially attractive to buyers in the technology and finance industries who value the building’s convenient location, good value, superior amenities and modern interior design,” stated Bem Jauhal, Director of Sales and Marketing at Bosa Development. “Younger residents were also drawn to its proximity to public transportation and ease of access to other desirable areas of the city.”

Mission Bay covers 303 acres of land between the San Francisco Bay and Interstate-280. The San Francisco Board of Supervisors established the Mission Bay North and South Redevelopment Project Areas in November 1998. It encompasses a new University of California, San Francisco (UCSF) research campus containing 2.65 million square feet of building space on 43 acres of land, a state-of-the art UCSF hospital complex and is only steps away from Petco Park, the home of the San Francisco Giants.

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**About The Mark Company:** The Mark Company (TMC) is a premier real estate sales and marketing firm. Headquartered in San Francisco, the company represents high profile residential projects in leading markets throughout the Western United States. Founded in 1997 by President Alan P. Mark, TMC delivers a proven approach to the strategic planning, marketing and sales of new developments, ranging from luxury buildings in urban locations to mixed use properties in suburban settings. The firm is a trusted partner to leading residential developers and financial institutions such as Tishman Speyer, iStar Financial and Bosa Development. With emergent technologies and an unmatched team of professionals at its core, it provides a full range of services including market leading research, product design, marketing, and sales strategy. Since 2008, TMC has closed more than 6,700 units and generated over \$4 billion in sales volume for some of the nation’s most notable and successful developments including One Hawthorne and the St. Regis Residences in San Francisco, Spire in Denver, Bayside at the Embarcadero in San Diego, Barker Block and Evo South in Los Angeles, and The Martin in Las Vegas. For more information, visit [www.TheMarkCompany.com](http://www.TheMarkCompany.com).