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## **SOPHISTICATED DESIGN AND CREATIVE ATMOSPHERE DRIVING MOMENTUM AT SILVER LAKE'S SL70**

### **The Mark Company Announces SL70 as Over Half Sold**

Los Angeles – April XX, 2015 – SL70, the new luxury residential development located in Los Angeles' increasingly popular Silver Lake neighborhood is now over half sold, The Mark Company announced today. The leading sales and marketing firm is currently managing sales and marketing efforts at the 70-home development, which has gained tremendous momentum in 2015 and began welcoming its first residents late last year.

Located at 2210 Clifford Street, the latest release of homes features two bedroom residences priced from \$639,000 to \$699,000 plus one three bedroom available for \$749,000. These homes are situated in the desirable Los Angeles neighborhood of Silver Lake, known for its array of stylish boutiques, coffee shops, restaurants, art studios, entertainment options and green spaces.

"First-time buyers are drawn to Silver Lake. Nearly 40% of our buyers are moving from Downtown Los Angeles, citing the location as their main reason for purchasing," noted Alan Mark, President and Founding Partner of The Mark Company. "Silver Lake has a wonderful sense of community and creative atmosphere that appeals to young professionals. This group wants a unique living space that reflects their individualism. With its modern high-end construction and finishes, SL70 is a great product and value."

SL70 was recently awarded the Best Architectural Design of a Single Family Home under 2,000 square feet and Detached Community of the Year by the National Sales and Marketing Council (<https://thenationals.com/2015GoldWinners/>). The multi-level design offers private rooftop decks, two-car attached garages and high end, durable finishes that reflect the sophisticated taste of aesthetic-focused buyers.

Homeowners at SL70 are highly educated and employed across a wide range of industries, including high tech and software, advertising and public relations, healthcare and entertainment. Approximately 70 percent are under 40 years of age. The Mark Company employs an active schedule of onsite promotional events featuring local food, drinks and live performances to draw people onsite and celebrate the spirit of the local community.

Working to preserve the rich, cultural heritage of Los Angeles, Trumark Homes commissioned Los Angeles-founded and based Cyrle to create a one-of-kind mural installation. Cyrle is world-renown for their innovative approach and signature style. The

piece celebrates the project's origins as the home of Selig Polyscope Company – the first permanent movie studio in Southern California.

“SL70 provides a one-of-a-kind offering in a highly sought-after location, continually cited as one of America's best hipster neighborhoods,” adds Project Director John Pallante. “We are only 1,000 feet from the Silver Lake Reservoir, and no other new home property has been built this close to the heart of the neighborhood.”

SL70 is the largest and best selling example of a Small Lot Ordinance development in Los Angeles, enacted to enable the construction of infill housing on small lots in multifamily and commercial zones to allow for compact building footprints and minimal street front and setback requirements.

SL70 is being developed by Trumark Homes and was designed by JZMK Partners.

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About The Mark Company: The Mark Company is one of the nation's premier urban residential marketing and sales firms. Founded by Alan Mark, The Mark Company provides a full range of core consulting services including analytics, design, marketing and sales for urban high-rises and suburban attached properties throughout the Western United States. The firm is a trusted partner to leading residential developers and financial institutions such as Tishman Speyer, iStar Financial, Starwood Capital Group and Bosa Development. Since 1997, The Mark Company has represented more than 10,000 residences and generated over \$5 billion in sales for some of the nation's most notable and successful developments including 300 Ivy in San Francisco, Spire in Denver, Evo in Los Angeles, and The Martin in Las Vegas. Current projects include The San Francisco Shipyard, 181 Fremont Residences in San Francisco, and SL70 in Los Angeles. For more information, visit [www.TheMarkCompany.com](http://www.TheMarkCompany.com).