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THE MARK COMPANY ANNOUNCES SUCCESSFUL SELL OUT OF FIVE SAN FRANCISCO DEVELOPMENTS WITH TOTAL SALES VOLUME OF OVER \$212 MILLION

Strong Absorption and Pricing Achieved by Market-Driven Strategies

San Francisco, CA – July 22, 2015 – The Mark Company, one of the nation’s premier urban residential marketing and sales firms, announced the rapid sell out of five San Francisco condominium developments with total sales volume of over \$212 million. The announcement was made by Alan Mark, President and Founding Partner of The Mark Company.

The successful sell outs included Amero in fashionable Cow Hollow; 870 Harrison in the central South of Market district; 8 Octavia in popular Hayes Valley; Thirty Five Dolores in the vibrant Mission Dolores neighborhood and the first phase of The San Francisco Shipyard, a master-planned community in Hunters Point.

Each of the projects achieved strong absorption and pricing while meeting the demand for new condominiums in San Francisco’s premier neighborhoods. Amero achieved an overall price per square foot over \$1,300 and several penthouses sold for over \$2,100 per square foot, evidence of ample market for ultra-luxury product. Thirty Five Dolores set the new benchmark at over \$1,200 in Mission Dolores. 870 Harrison reached record absorption by selling over 75% of its units within the first two weeks on the market. The San Francisco Shipyard’s strong branding and marketing outreach revitalized Hunters Point into a residential destination and offered an excellent purchase opportunity in a market where many are priced out of buying a new construction home.

“We approach each project as its own brand in the marketplace. Our sales and marketing teams led the efforts to craft five unique project brands designed to capture the nuances of each property, neighborhood and target buyers,” said Mark. “Our proprietary research enables us to uncover pricing and inventory trends to target specific buyer groups and customize marketing strategies for each development. We advise developers and design teams early in the process to ensure that lifestyle trends are incorporated to meet the expectations of buyers, resulting in a greater return on investment for our developer partners.”

The Mark Company’s proprietary San Francisco homebuyer demographics show that most buyers are moving from within San Francisco, with the next largest groups moving from the South Bay and Peninsula. The majority of these buyers are employed in the robust

tech, biotech, healthcare and finance industries. Many work for Silicon Valley firms, but prefer the urban lifestyle and culture of San Francisco. They are well educated, with 97% holding a college degree or higher, and approximately 60% having earned an advanced degree. Over 25% of homebuyers earn a household income of \$250,000 or greater. The largest percentage of buyers are under the age of 40, with parents playing an active role in many purchases, sometimes providing down payment assistance and co-signing mortgages.

“New condominium product experienced high absorption rates during 2014 and the first half of 2015, as low inventory paired with high demand,” added Mark. “San Francisco saw 619 new construction condominiums come to market during the first half of this year, 517 of which were absorbed by the end of June. We expect another 400 units to hit the market by year end.”

The Mark Company Condominium Pricing Index for June 2015 reported that new condominium pricing in San Francisco was \$1,304 per square foot, an increase of 3 percent from the previous month and 14 percent from the same month last year. New construction inventory increased by 10 percent over the previous month due to the addition of Fulton 555 and was 122 percent higher than one year ago.

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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, CIM 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 181 Fremont Residences in San Francisco, Turnberry Towers in Las Vegas and SL70 in Los Angeles. For more information, visit www.TheMarkCompany.com.