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**Pacific Union International, Inc.  
Names former Trulia Chief Economist Selma Hepp, Vice President of Business  
Intelligence for Pacific Union**

**San Francisco, Jan. 25, 2016** – Pacific Union International, Inc. today announced the appointment of Selma Hepp to the newly created position of Vice President of Business Intelligence for Pacific Union International, Inc.

In 2016, Pacific Union will make significant investments in business intelligence and technology advancements. These investments are designed to thoroughly understand, from a quantitative perspective, client demographics and empirical market dynamics on a hyperlocal basis and will give Pacific Union real estate professionals definitive buyer profiles and specific marketing tactics.

Simultaneously, the bar is being raised in the real estate industry for interactive technology, complete with market data. Pacific Union professionals and their clients demand and deserve real-time data delivered in an easily consumable and interactive manner.

“Selma’s Ph.D. in urban economics, complemented by her deep expertise in understanding market dynamics in the western U.S. will give Pacific Union’s team of professionals insightful intelligence to help our clients make key decisions throughout their lives regarding how and where they will live,” Pacific Union CEO Mark A. McLaughlin says.

Hepp joins Pacific Union, the ninth-largest real estate firm in the U.S. by 2014 sales volume, from her position as chief economist for Trulia. Prior to that, Hepp was senior economist for the California Association of Realtors and economist for the National Association of Realtors, both trade organizations dedicated to the advancement of professionalism in real estate.

Hepp will further monitor and write commentaries on housing markets, urban economics, international housing markets, and demographic trends. She earned her masters degree from SUNY at Buffalo and a Ph.D. from the University of Maryland.

“Pacific Union's vision and forward thinking uniquely position this firm to become the leader in understanding California's challenging housing market,” Hepp says. “The market is at a critical juncture that requires a close watch to anticipate its dynamic nature.”

Pacific Union affiliate The Mark Company, the nation’s premiere real estate sales and marketing firm, will share in the benefits of Hepp’s business-intelligence initiatives. “The addition of Selma to our team significantly expands our research capabilities and is indicative of the emphasis we place on providing proprietary research data to our developer clients,” Alan Mark, president of The Mark Company says. “This enhances our ability to analyze complex market research in order to create strategic marketing programs and differentiate our brand in a highly competitive market.”

Hepp can be reached at Pacific Union International at [Selma.Hepp@PacUnion.com](mailto:Selma.Hepp@PacUnion.com).

**About Pacific Union**

Pacific Union is the San Francisco Bay Area's premier luxury real estate brand operating in eight regions. The brokerage offers a full range of personal and commercial real estate services, including buying, selling, and relocation, and enjoys a relationship with Christie's International Real Estate as an exclusive affiliate in in the San Francisco, Marin, Sonoma, Napa, Alameda and Contra Costa counties in the State of California. Locally owned, Pacific Union operates with an entrepreneurial mindset and unwavering commitment to deliver exceptional service and expertise. For more information, please visit us at [www.pacificunion.com](http://www.pacificunion.com).

**About The Mark Company**

The Mark Company is one of the nation's premier urban residential marketing and sales firms. Founded by Alan P. 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 The Infinity 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, please visit [www.themarkcompany.com](http://www.themarkcompany.com).

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