

For more information, contact:

Terri Tiffany

Terri@SandHillPRPartners.com

650 387-7720

New Executives Roles at The Mark Company 2017 Portfolio Exceeds \$1 Billion in Luxury Residences Sandra Eaton Joins as Vice President of Sales

San Francisco, June 27, 2016 – On the heels of last week’s announcement of over \$1 billion in new luxury residential inventory at **181 Fremont Residences, The Harrison, 450 Hayes and 388 Fulton**, [The Mark Company](#) announces two new executives to assume responsibility for sales and project management at The Mark Company.

Today, The Mark Company, one the nation’s premiere sales and marketing firms in urban residential developments, announces Sandra Eaton as Vice President of Sales. Eaton will lead the development of cutting edge sales strategies and execution, and build and mentor the sales teams on The Mark Company’s expanding roster of projects. Eaton joins The Mark Company from [Comstock Homes](#), [The Pulte Group](#), [Polaris Pacific](#) and Pacific Marketing Associates where she oversaw a portfolio of sales and marketing projects of over \$800 million. Her strength is in building and executing sales campaigns for luxury condominium projects developed over years in challenging market conditions.

“Sandra is a focused executive with a proven track record of success. We look to Sandra to refine existing sales programs and shape new programs to meet the ever changing needs of our western USA developer clients. Given our growing pipeline of new projects, Sandra will also be responsible for the continued recruiting and retention of our professional sales team,” says Alan P. Mark, President of The Mark Company.

“Developer’s needs and expectations as well as market dynamics in urban, high density luxury housing are clearly changing,” says Mark A. McLaughlin, CEO of Pacific Union International, Inc. [Pacific Union](#) acquired The Mark Company in November 2015. “Our commitment to enhancing the executive team for the future is core to The Mark Company’s vision for 2020.”

The Mark Company also promoted Matt Dietsch to Senior Director of Developments at The Mark Company, in addition to his role as Project Director for 181 Fremont Residences, the \$630 million tower that is San Francisco’s most iconic new development. Dietsch joined The Mark Company in 2003. In his new role, he will oversee the leadership of the Project Management team to insure that all work continues at the highest level of industry standards and will maintain The Mark Company’s delivery of best in class services, which differentiates the firm from its competition.

Recent new business wins underscore The Mark Company’s proven strength and exceptional track record in the sales and marketing of new luxury condominiums. In addition to successful sell outs at **400 Grove** in San Francisco and **SL70** in Los Angeles’s Silver Lake district, the firm was recently selected to execute sales and marketing for three other upcoming San Francisco developments. These include **The Austin**, in the sought-after Lower Polk neighborhood, **Laguna**

Hayes residences in popular Hayes Valley and **119 7th Street** in the desirable San Francisco Mid-Market technology hub. The firm will announce several additional new projects this summer.

About The Mark Company: The Mark Company is one of the nation's premiere urban residential marketing and sales firms. Founded by Alan Mark in 1997, 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 United States. The firm is a trusted partner to global leaders in residential development and finance, providing buyer-driven sales and marketing strategies that produce industry-leading results. The Mark Company has represented more than 10,000 residences and generated over \$10 billion in sales [this figure is twice this size with Hans' track record] for some of the nation's most notable and successful developments including The Infinity in San Francisco, Evo in Los Angeles and The Martin in Las Vegas. Current projects include 181 Fremont Residences and The Harrison in San Francisco and Cavalleri in Malibu. The Mark Company operates as a subsidiary of Pacific Union International, the ninth largest real estate brokerage company in USA as measure by sales volume. The Mark Company benefits from an enriched leadership team, enhanced technology and added global reach through its affiliation with Christie's International. For more information, please visit www.themarkcompany.com

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