

**FOR IMMEDIATE RELEASE**

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## **The Mark Company Leads Sales and Marketing for Vibrant Oceanwide Plaza Residences**

### **The West Coast's Preeminent Residences Rise in the Heart of Downtown Los Angeles**

**Los Angeles, Calif., March. 30, 2017** – The Mark Company, a proven leader in delivering more than 80 breakthrough sales and marketing campaigns for high-profile urban residential developments throughout the Western U.S., will drive sales and marketing for Los Angeles' highly anticipated Oceanwide Plaza.

The Mark Company's rich project-development history in the Los Angeles market includes the Ritz-Carlton Residences at LA Live, Evo, Barker Block, and Luma, as well as the recent sellout of SL70 in popular Silver Lake and the design and positioning of more than a dozen preeminent rental and for-sale developments throughout the city. The Mark Company team currently provides sales and marketing services for Malibu's celebrated Cavalleri development near Point Dume.

The game-changing Oceanwide Plaza development features three mixed-use towers that will be home to 504 condominium residences and a five-star Park Hyatt hotel. Certain to be the most exciting signature of the Oceanwide Residences is a two-acre sky park 100 feet above street level to which residents will have exclusive access. This urban oasis will feature dozens of fully grown trees, lawns, a basketball court, a running track, a pool, and separate runs for both large and small dogs and their resident owners. This transformative development is scheduled to open in 2019.

"We are honored to support the vision of Oceanwide Plaza with our proven ability to vigorously deliver extraordinary sales and marketing service in the Los Angeles market," Alan Mark, president of The Mark Company says.

"Oceanwide Plaza will magnificently reshape Downtown Los Angeles," Thomas Feng, CEO of Oceanwide Plaza LLC says. "We're delighted to announce The Mark Company as a driving force on our team as we move forward to achieve our vision of L.A. and Oceanwide Plaza as the premier destination on the West Coast."

The Mark Company, a subsidiary of Pacific Union International, will strongly benefit from the recent game-changing merger of Pacific Union and Los Angeles-based luxury brokerage John Aaroe Group. The strategic collaboration of these three powerhouses

delivers combined 2016 sales volume of \$10.15 billion with more than 1,100 real estate professionals in 38 offices throughout Northern and Southern California. Pacific Union's extensive global reach includes a dynamic Chinese Concierge program in Beijing to support Chinese real estate buyers.

### **About The Mark Company**

The Mark Company is one of the nation's premier 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 Western 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 \$5 billion in sales for 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 San Francisco's 181 Fremont Residences and Cavalleri in Malibu. The Mark Company is a subsidiary of Pacific Union International, one of the nation's leading residential real estate brokerages with 2016 sales volume of \$10.15 billion supported by more than 1,100 real estate professionals across 38 offices in Northern and Southern California. For more information, please visit [www.themarkcompany.com](http://www.themarkcompany.com).

### **About Oceanwide Plaza**

[Oceanwide Plaza](#) is the first North American development by prominent international developer [Oceanwide Holdings](#). Oceanwide Plaza will encompass a variety of lifestyle offerings including a five-star Park Hyatt hotel, a collection of curated retailers and restaurants and a refined residential offering bringing a new level of sophistication to L.A.'s sports and entertainment district. Immediately adjacent to the Staples Center and L.A. Live, Oceanwide Plaza will comprise three residential and hotel towers along with a seven-story lifestyle podium anchored by an approximately 166,000-square-foot open-air galleria known as The Collection at Oceanwide Plaza. Over 700 feet of ribbon-shaped LED signage along Figueroa Street will wrap the lifestyle center as the character-defining hallmark of Oceanwide Plaza, greeting local guests and travelers from all over the world. Scheduled for completion in early 2019, Oceanwide Plaza will create approximately 9,000 jobs over the duration of the project. For more information, please visit [www.oceanwideplaza.com](http://www.oceanwideplaza.com)

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