

## **The Mark Company Sets New High Water Mark in San Francisco with \$4500 per Square Foot Sales for 181 Fremont**

### **Projects Sales Topping \$1 Billion for DTLA's Oceanwide Plaza**

**San Francisco, Calif., Aug. 14, 2018** The Mark Company, Pacific Union International's game-changing sales and marketing team for new urban luxury residential developments announced record setting sales results this week for the landmark development, 181 Fremont. The firm delivered a \$15 million record sale of San Francisco's most expensive condominium-- a half floor penthouse in the City's newest luxury development-- setting a high watermark of over \$4,500 per square foot.

This sales achievement precedes the launch of sales in early 2019 of Los Angeles's highly anticipated Oceanwide Plaza. TMC projects sales to top \$1 billion for the expansive development across from DTLA's Staple Center. The Mark Company recently added industry vet Amanda Blanton to the team as project director for the effort.

"We are confident in our firm's strategy," says TMC CEO Ross McCredie. "As we enter the second half of the year, I am excited about the opportunities for our business and look forward to delivering on our growth and strategic objectives for 2018 and beyond."

Recently TMC was awarded two new developments; 875 California, a Nob Hill development from Grosvenor that will launch sales in 2019, and 901 Tennessee in Dogpatch, San Francisco's wildly popular arts district. Local Capital Group is developing the latter, with sales starting in Fall 2018.

The Mark Company commenced sales of Grosvenor's 288 Pacific in San Francisco's Jackson Square in early 2018 putting 50 percent of the building under contract in less than two months.

McCredie's projection of new growth includes geographic expansion for Pacific Union and The Mark Company into Colorado with the hiring of respected industry producer Micki Clark. As Managing Director of Pacific Union, Clark oversees the brand's sales and marketing opportunities in that expanded Western region, bringing extensive experience in new construction real estate sales and development. Her sales acumen has delivered over \$3 billion in real estate sales in the last twelve years across fifteen states and sixteen countries.

The Mark Company's strong performance this year comes in part from the firm's ability to leverage Pacific Union's outstanding reach as the largest independent real estate brokerage in California. Pacific Union's team of 1,700 elite real estate professionals in more than 50 offices across Northern and Southern California also includes an award-winning Chinese Concierge in Beijing, giving The Mark Company's extensive outreach to China. Additionally, the firm delivers timely economic insights to its clients from nationally recognized TMC Chief Economist Selma Hepp.

#### **About The Mark Company**

The Mark Company is one of the nation's premier urban residential marketing and sales firms. Founded 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 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. Notable current projects include Oceanwide Plaza in Downtown Los Angeles, 181 Fremont Residences and 288 Pacific and The Austin in San Francisco.

The Mark Company is a subsidiary of San Francisco-based Pacific Union International, the fifth-largest residential real estate brokerage in the U.S. based on 2017 sales volume of \$14.1 billion. The Mark Company benefits from an enriched leadership team, innovative technology, economic analysis, and added global reach through its relationship with Pacific Union International. For more information, please visit [www.themarkcompany.com](http://www.themarkcompany.com).