



Douglas Elliman Development Marketing to handle sales for Metropolis Los Angeles

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Douglas Elliman Development Marketing has been selected to exclusively handle sales and marketing for Metropolis Los Angeles, the \$1 billion mixed-use project in the downtown area. Developed by Greenland USA - China's largest real estate company - Metropolis Los Angeles is slated to be the largest-mixed-use development on the West Coast, and will reshape and redefine the character and skyline of Downtown Los Angeles.

In its first major development project on the West Coast since recently announcing its new Beverly Hills location, Douglas Elliman Development Marketing will oversee sales and marketing during Phase I of the project. Architectural plans and renderings will be unveiled in a groundbreaking ceremony on February 14th; construction is expected to be complete later this year.

"We are extremely proud to be part of Metropolis Los Angeles. This is a significant project for Greenland USA, for Douglas Elliman, and for the people of Los Angeles. We are confident that the project will sell quickly as Downtown LA is experiencing a major renaissance right now," said Susan de França, President & CEO, Douglas Elliman Development Marketing.

Metropolis Los Angeles will be a premier 729,816 square-foot development in Downtown Los Angeles consisting of a 19-story, four-star luxury hotel with 350 rooms, as well as three condominium towers with 1,428 units, including one, two, and three-bedroom units. There will be a host of premium retail stores and restaurants, and a five-story parking podium serving both the hotel and the residential towers. The project is moments from LA Live, the Nokia Theater, and world-class shopping and dining.

"This appointment signifies the beginning of Elliman's longstanding vision of expanding to the West Coast and we are proud to be participating in such a meaningful way," said Horacio LeDon, Managing Director of Douglas Elliman Development Marketing, and President of Douglas Elliman Development Marketing in Florida.

"Greenland is excited to work with Douglas Elliman on this historic project, and we look forward to a very successful sales collaboration," said Ifei Chang, CEO of Greenland USA.

The groundbreaking ceremony will be held on Friday, Feb. 14th starting at 9:30 am at the site of Metropolis Los Angeles, 801 Francisco Street in Downtown Los Angeles. Never-before-seen architectural plans and renderings will be revealed and key members from Greenland USA and Douglas Elliman will be present, along with Haiyan Liu, Counselor for Commercial Affairs, Consulate General for The People's Republic of China in Los Angeles, and Councilmember Jose Huizar, representing the City of Los Angeles' 14th District.

"This is a very exciting time for Douglas Elliman. With our first office opening in Los Angeles, and the announcement of our partnership on this project, the timing couldn't be better," added Howard M. Lorber, Chairman, Douglas Elliman Real Estate.

