

EXTRAORDINARY DELIVERED

NINE TWO TOWERS

Los Angeles, California
Asset Services – Strategic Asset Positioning

OPPORTUNITY

Located in West Hollywood where average rents were \$36 PSF (\$3.00 FSG/month), Sunset Doheny Towers' ownership had attempted to infuse capital in individual portions of the two towers, causing the buildings to be disjointed and have a non-holistic feel. One of the two buildings rented for \$6.00 PSF (\$0.50 PSF/month) less, even though the buildings were developed at the same time.

SOLUTION

Transwestern created a comprehensive repositioning plan to create a campus environment between the two assets to even out rents and bring the buildings up to market. This included the reskinning of the assets, installing the second-largest green wall in North America, and renovating the lobbies, entrances, courtyards, café, and more.

RESULTS

Over the course of the 15-month repositioning and re-branding as Nine Two Towers, the project's rents rose 150-175% (equal to market rates) and the difference between the building's rents had evened out, making both buildings equally desirable to new tenants. All this was accomplished for \$25 million at \$1.00 PSF, and increased valuation of the asset by \$100 million.

