

## **Pacific Union International Announces Los Angeles Economic Forecast to 2020**

**Live Webcast Airs Wednesday, Nov. 29, at 5 p.m. Pacific Time from Skirball Cultural Center**

**SAN FRANCISCO, Nov. 27, 2017** -- Pacific Union International, Inc., the largest independent real estate brokerage in California, produces its first annual Los Angeles Real Estate Economic Forecast from the stage of the Skirball Cultural Center on Wednesday, Nov. 29 at 5 p.m. Pacific Time.

The unique, one-hour webcast production, in the format of a "TED"-style talk, will be live-streamed on <http://www.pacificunion.com/> and simulcast in Mandarin for Pacific Union's Chinese investors throughout Asia.

This dynamic economic analysis of today's Los Angeles real estate market includes a forecast to 2020. The webcast features esteemed national real estate economist John Burns of John Burns Real Estate Consulting, along with Pacific Union Chief Economist Selma Hepp and Pacific Union CEO Mark A. McLaughlin.

Pacific Union presented its fourth economic forecast for Bay Area markets on Nov. 15 from the stage of the [SFJAZZ Center](#). The annual forecast is unique in the nation and provides crucial insights about real estate markets over the next three years. The intelligence delivered by Pacific Union forecasts since 2014 has instilled confidence in its real estate professionals and their clients to support their investment decisions. Past cited market trends have been strongly borne out, including predictions for the top of the market, normalization of appreciation rates, and trends in migration from urban centers to "surban™" locations.

In addition to its forward-looking insights, this first Los Angeles Real Estate Economic Forecast to 2020 features state-of-the-art, four-camera webcast production design and breakthrough audio and visual technology to deliver engaging and useful insights. The webcast sets a new standard of innovation in the industry, far beyond methods used by other brokerages to educate their real estate professionals and clients.

"Other Los Angeles brokerages talk about innovation in their real estate practices," Pacific Union International CEO Mark A. McLaughlin says. "Yet Pacific Union's Silicon Valley tech investments and Innovation Lab deliver faster business analytics to our elite teams at John Aaroe Group and Partners Trust, creating the ideal roadmap for the ultimate client experience."

Pacific Union vigorously executes against a unique high-performance vision for the development of the real estate firm of the future. Key to this vision is its Innovation Lab, led by Vice President of Product Lisa Norman, in which 30 agile real estate professionals accelerate technology

development unsurpassed in the industry. The technology stack created through this initiative includes a robust array of industry-leading tools that give Pacific Union real estate professionals an edge in the market.

Pacific Union International is the eighth-largest real estate brokerage in the U.S. by 2016 sales volume. The leading luxury brokerage forecasts 2017 sales volume in excess of \$18 million. In October, Pacific Union acquired Empire Realty Associates in Northern California. It was the third geographic expansion for Pacific Union in California within 10 months, following its mergers with Beverly Hills-based Partners Trust in August 2017 and John Aaroe Group in December 2016.

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### **About Pacific Union International**

Founded in San Francisco in 1975, Pacific Union International, Inc. is the West Coast's premier luxury real estate brand with 2016 sales volume of \$12.61 billion. In 2016, real estate industry leaders RISMedia and REAL Trends rank Pacific Union as the eighth-largest brokerage in the U.S. Through its 2015 acquisition of The Mark Company, the nation's leading sales and marketing firm for new urban luxury developments, Pacific Union expanded its brand to development projects from San Diego to Seattle. In 2016 Pacific Union merged with Los Angeles-based brokerage John Aaroe Group, followed in 2017 with a merger with Partners Trust also based in Los Angeles, extending the Pacific Union brand to become the preeminent leader and ultimate California real estate company.

The strategic alliance of these four powerhouses and the acquisition of Empire Realty Associates supports more than 1,450 elite real estate professionals in 47 offices throughout the West Coast. Northern California markets include San Francisco, Marin, Contra Costa, Alameda, Napa, and Sonoma counties, Silicon Valley, and the Lake Tahoe region. Greater Los Angeles markets include Beverly Hills, Downtown, the Westside, and the San Fernando and San Gabriel Valleys.

To extend Pacific Union's international reach, in 2013 the brokerage established an award-winning, Beijing-based China Concierge program that fully supports its Chinese investors on the mainland. Additionally, Pacific Union offers a full range of personal and commercial real estate services, including buying, selling, and relocation in addition to operating joint-venture businesses that provide rental and commercial property management and insurance services. Locally owned, Pacific Union executes with a vision for the future, an entrepreneurial mindset, and an unwavering commitment to deliver exceptional service and expertise. For more information, visit: [www.pacificunion.com](http://www.pacificunion.com).

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