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HOME & LIVING ISSUE

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THE BENSON
ON MADISON AVENUE



Photos Courtesy of The Souferian Group

Be DTLA

First Residential Building in Southern California To Achieve the International Well Building Institute's Well Health-Safety Rating

The Souferian Group, a Los Angeles-based real estate development firm, founded and led by Behzad Souferian best known for developing innovative, value driven experiential projects where work, hospitality and life seamlessly blend, today announced the reimagination of a 606-unit residential project in downtown Los Angeles into a holistic rental community committed to wellness and fun in equal measure. Previously known as The Sofia, one of Los Angeles' largest multifamily properties – worth more than a quarter of a billion dollars – has been renamed "Be DTLA by The Souferian Group" and is the first apartment building in Los Angeles and all of Southern California to achieve the International WELL Building Institute's WELL Health-Safety Rating.

"Even prior to COVID, my vision has been to provide a first-of-its-kind wellness apartment community that redefines residential living – a centrally-located environment that emphasizes healthy minds, bodies,

spirits and fun," said Behzad Souferian, Founder & CEO of The Souferian Group. "The pandemic has only furthered our commitment to establish ourselves as the preeminent wellness-focused community across the industry and we are thrilled to be the first to successfully achieve the WELL Health-Safety Rating in Southern California showcasing our adherence to evidence-based best practices within 15 criteria that instill confidence in our residents that we support their sustained health."

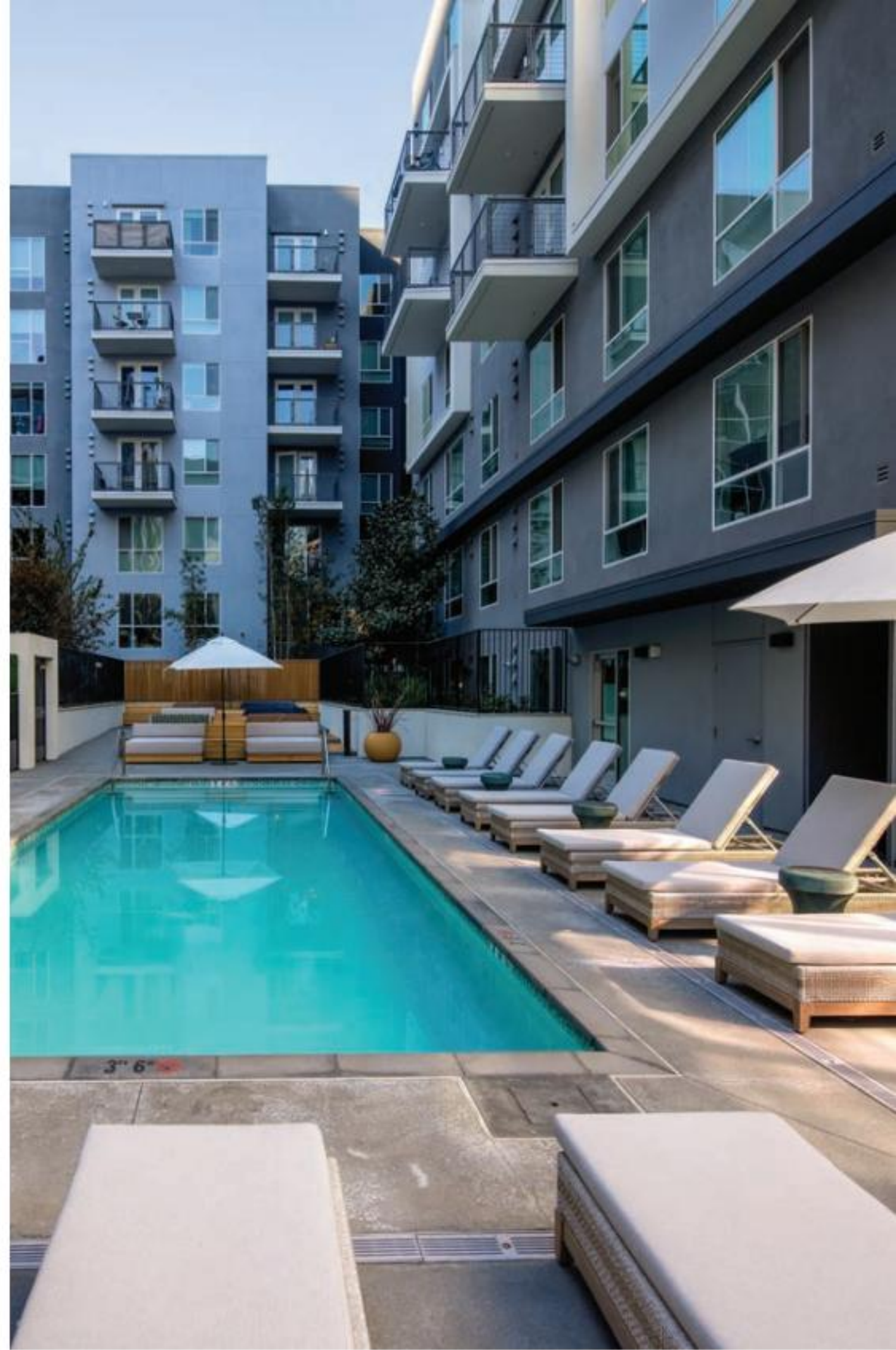
The WELL Health-Safety Rating for Facility Operations and Management is an evidence-based, third-party verified rating designed to empower property owners to prioritize the health and safety of their residents, visitors and staff. Be DTLA achieved the rating through the execution of 15 criteria across five categories: cleaning and sanitization procedures; emergency preparedness programs; health service resources; air and water quality management; and stakeholder engagement and communications.

"The COVID-19 pandemic has underscored how critically important it is to prioritize health and safety in the spaces where we live," said Jessica Cooper, IWBI Chief Commercial Officer. "By achieving the WELL Health-Safety Rating, The Souferian Group and Be DTLA have demonstrated incredible leadership in directly supporting the health, safety and overall well-being of its residents, visitors and staff."

In addition to the WELL Health-Safety seal, Be DTLA is undergoing a multimillion-dollar revitalization, slated for completion by the end of the year. While the former community opened merely two years ago, the Be DTLA brand standards will bring innovation and a new-school aesthetic. Prior to the pandemic-era shift away from the office, The Souferian Group was already designing Be DTLA with a suite of leading remote work amenities, including a TikTok creative content studio, podcast recording rooms and a variety of work-from-home studios and lounges, now more relevant than ever. With renewed focus considering our current environment, Be DTLA is poised to offer a fresh approach to holistic health, from touchless products and features in the common areas to wellness programs that promote vitality in body, mind and spirit.

"Be DTLA is delivering on the need and demand for healthy, resilient apartment living by providing exceptional environments for extraordinary experiences," said Souferian. "Our health is our wealth, and I believe people are searching for something different than ornate or overly designed spaces. We focus on the logistics of wellness post-COVID but equally on developing beautiful and functional environments for people to be well, be centered and be home."

With the introduction of Be DTLA, The Souferian Group is revising the multi-family industry, raising today's renter's expectations with an all-encompassing collection of social, wellness and lifestyle offerings and a highly cohesive design ethos. As evidenced by a booming global wellness industry prior to and amid the coronavirus, consumers are reminded now more than ever that personal wellbeing is the most valuable investment. Be DTLA is a best-in-class apartment community that delivers a balanced lifestyle, with bespoke wellness programming and a commitment to social connectedness. The community represents the residential roll-out of the Be Brand, which The Souferian Group intends to expand to other markets across the country.



Be DTLA residents enjoy the unrivaled experience of two expansive roof tops with 360-degree views of Los Angeles, large apartments with functional floorplans, multiple outdoor courtyards, a top-of-the-line gym, yoga studio and complimentary classes. Beyond the top-notch facilities, the exclusive Be BENEFITS tenant program provides residents insider access and elite perks from a variety of local businesses, while Be DTLA's robust digital community offers a range of online resident events. Other unique touchpoints include a speakeasy, a health care facility, one of Downtown Los Angeles' few grocery stores, numerous food and beverage establishments and an in-building full-service Starbucks Coffee.

Offering a variety of smartly configured studios and one-, two- and three-bedrooms units ranging in size from 489 to 1,385 square feet. The community offers contactless self-guided tours, a dedicated concierge staff with convenient no-contact communication and is professionally managed by the country's leading institutional property management company. Be DTLA is situated on the west end of Downtown at 1120 West 6th Street, within proximity to Los Angeles's entertainment hub, comprised of L.A. Live, Staples Center, The Nokia Theater, and a plethora of world-class dining, shopping and cultural institutions. With a Walk Score of 95 and a transit score of 100, the centralized location provides easy access to explore Downtown as well as the Greater Los Angeles Area.

For more information, please visit www.BeDTLA.com.

