



JAY BELSON GROUP

DEVELOPMENT + INVESTMENTS

ANGELENO TALKS TO JAY BELSON

WHAT'S HAPPENING IN THE LOS ANGELES LUXURY REAL ESTATE MARKET?

Our incredible California lifestyle continues to make this one of the most exciting real estate markets on the planet. Amid rising values and demand, a 10,000 square foot home, which is massive by any standard, is now the typical build in Beverly Hills and Bel Air. The luxury estates have grown to 25,000 - 50,000 sq/ft and more. These developments are challenging due to the 'complexity of the build' -- but very exciting.

The City has created the "hillside ordinance" to balance the size of homes vs the size of land. Ironically, these limitations (build-able footage per property) have driven the value of larger properties sky high. A simplified rule of thumb in Los Angeles -- the square footage of your hillside home can be about 35% of the square footage of your lot (excluding basement).

HOW IS THE HILLSIDE ORDINANCE EFFECTING DEVELOPMENT?

Developers are finding more creative ways to 'develop down' (think basement) to create more live-able space. This level of your estate might feature a gym (aka "wellness center"), wet room, bowling alley, wine cellar, theater, sports court. And it's the perfect spot for your Bugatti...

I've seen all kinds of creative use of space but I did laugh when I saw an "in-home surgery center" the other day.

CAN YOU EXPLAIN "COMPLEXITY OF THE BUILD"?

The 20,000 sq/ft + estates have the infrastructure and operating systems of commercial buildings - the components required are complex. Everyone on the team needs depth of experience to follow these intricate building plans -- there is zero room for error.

The level of detail in these super estates requires a finish we call "the disappearing act". From the edges of the pool, the seam between the glass doors and the floor, the retractable computer panels, the zero-edge overflow...these design elements must be hidden. I am fortunate to have the world renowned Designer, Michael Palumbo, as one of my partners. He creates an "experience" with every property - the results are unparalleled.

Michael and I just finished a stunning Sunset Strip Estate and as I sat on the deck, overlooking the city, I thought about when I came here from Philadelphia 30 years ago. I drove my Lincoln Continental down Sunset Boulevard and it was such an exciting feeling. That excitement has never faded. That's the magic of L.A..

Jay Belson, CEO of The Jay Belson Group, specializes in the development of luxury Estate Properties in Beverly Hills, Bel Air, Holmby Hills and above the Sunset Strip. Jay is the former Owner/President of a major, internationally renowned residential and commercial real estate brokerage with over 500 agents. His commercial brokerage generated over a billion dollars in annual sales, the highest number in company history.



911 TIONE BEL AIR, CALIFORNIA

\$100,000,000

RENDERING
CONSTRUCTION BEGINS MARCH 2016



SITUATED ON 2 1/2 ACRES - ON A PRIVATE ROAD
BREATHTAKING VIEWS - PRIVATE VINEYARD



DESIGN - MICHAEL PALUMBO
ARCHITECTS - SHUBIN AND DONALDSON



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