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MADISON PARTNERS ARRANGES SALE OF ICONIC SUNSET STRIP APARTMENT BUILDING

Los Angeles, CA – March 27, 2012 – Madison Partners has successfully arranged the \$5.75 million sale of another Hollywood apartment building, The Villa Rosa. The 40 unit, five-story iconic apartment building is located at 7850 West Sunset Boulevard, on the Sunset Strip. Darin Beebower of Madison Partners represented the seller, 7850 West Sunset Associates LP and the buyer, 7850 Villa Rosa LLC.

The Villa Rosa consists of 16 bachelors, 12 studios, 8 junior one bedroom/one bathroom and 4 one bedroom/one bathroom apartments. Most units offer spectacular views of the surrounding hillsides and Hollywood landmarks. The property retains an old-world charm through its vintage architecture, decorative moldings, lushly landscaped courtyard with koi fountain and dramatic lobby, which features stained glass windows, Spanish tiling, vaulted ceilings and an antique chandelier.

The Villa Rosa is located on the Sunset Strip, just one block from the West Hollywood border, in one of the most dynamic and desirable places for renters to live in all of Los Angeles. This neighborhood at the base of the Hollywood Hills is rich in both culture and history and is surrounded by some of the city's most famous landmarks, restaurants, museums, nightclubs and entertainment venues.

“The buyer seized upon the opportunity to acquire a stabilized and beautifully restored asset in an exceptional location with little rental competition in the immediate area,” commented Mr. Beebower.

This is Beebower's third transaction with the seller, and fifth with the buyer, over the last two and a half years.

About Madison Partners

Celebrating 15 years in the business, Madison Partners is a leading, privately held full-service commercial real estate brokerage firm based in Los Angeles. Comprised of top-performing professionals from the fields of investment sales, landlord and tenant representation, corporate services and advisory services, Madison Partners has pioneered a principal-to-principal service delivery platform that provides superior results for every transaction and client. Since its inception in 1996, Madison Partners' principals have consummated more than 100 million square feet of space valued at more than \$20 billion. Madison Partners' principals have a combined client list that includes Fortune 500 companies, major law and accounting firms, entertainment companies, government agencies, insurance companies, REITs, leading institutional owners and pension funds.