

Merabi Organization Group, LLC

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SKY-RISE TOWERS

361 South Hill Street, Los Angeles, California

May 1, 2017

MOG TOWER DTLA

It is our great pleasure to announce that Merabi Organization Group is currently working on a historical bid for the first US and American content 7 -Star Hotel Sky-Rise on a 2.24-acre site in Downtown Los Angeles.

MOG is participating and proposing plan for the tallest building West of the Mississippi River.

The Project is titled The MOG Tower , and we will proposed 80-Story 960 feet tall Glass skyscraper Tower.

Our project is imagined with a sleek glass tower 80-story 960 feet tall structure fronting Hill. If awarded the construction will break ground February 2020, and the building grand opening will November of 2023.

The Building Information after the acquisition.

Owner: **Merabi Organization Group & Kambiz Merabi**

Developer : **Merabi Organization Group**

Architect :**Ashai Design Groups**

Number of Stories: **80**

Development Status : **Proposed Plan** (request for proposals for the potential disposition and development at the city)



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Our project is imagined with a sleek glass tower 80-story 960 feet tall structure fronting Hill. A full build out of the project would include:

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- 200 cars 3-story subterranean garage
- 99 retail spaces, restaurants, and 1 Community Museum
- 6000 seats concert hall, convertible banquet hall.
- 72 Offices
- 38 Medical suites
- Spa, pool, and fitness center
- 411 7-star-hotel rooms operated by **Capella Hotel Group**
- 300 Condo- rental apartments
- 10 affordable units, the 10 units for individuals earning 80 to 100 percent of area median income
- Rooftop on the 81st floor.

The project would set aside approximately 40,000 square feet of publicly accessible. The terrace on the 4th floor wraparound 6000 sq ft space, and 36000 sq ft of Public Park on 4th and Hill.

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The MOG Tower will be ultimate living rental condos, With the open layout and effortlessly chic attention to detail, we had half a mind to think that Hollywood's stars condo owner was about to walk in to the rooftop for a dinner party. The MOG Tower and its residential units will exude a charming laissez-faire atmosphere to where you want to plop down on the couch for an afternoon snooze or pull out the rosé and enjoy the picturesque sunset views on the 4th floor terrace, or the rooftop amongst friends. The Residents will have peace of mind and convenience within the building's amenities and delivery to their residence, unparalleled onsite amenities provided daily:

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- Florist
- Gourmet Market Grocery-Catering service daily
- Shoemaker
- Dry-cleaner & Tailor
- Full service beauty salon
- Gym, spa, health and fitness classes
- Maid Services
- 24/7 Concierge
- Valet and Carwash

The Apartment will offer **Designer Finishes, and** high-end appliances. Floor to ceiling glass windows up to 12 ft, offering expansive downtown views.

Arts, History & Culture More than 99 restaurants, entertainment venues and museums within the MOG tower.

European Marketplace A gourmet market, offering delivery and poolside service. Staff will even stock your refrigerator prior to arrival.

24/7 Concierge A dedicated staff and concierge welcomes you home and skillfully assists with any needs, reservations, travel arrangements, and more.

MOG will redefines the skyline in the world's most iconic destinations DTLA. The MOG Tower:

MOG Tower offers a truly sophisticated and cosmopolitan lifestyle, anchored by the only seven-star hotel in the American content. At the MOG Tower the address will offer one of the city's largest luxury retail and discerning culinary experiences with stylish rental-condominium residences rise 975-feet offering floor-to-ceiling glass walls framing the city's most recognizable landmarks and endless views. In a city of superlatives, MOG introduces an elevated level of glamour and sophistication.

MOG Tower the place where rare and unexpected moments are woven seamlessly into each and every experience. A stylish destination with celebrated dining, The Seven-star hotel, a signature spa and a panoramic sky lounge, on the roof. An intimate hotel experience that celebrates fine art, innovative and authentic culinary offerings and uniquely personalized service.

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The Rental Condos At MOG Tower DTLA

300 at Appx. 700 sqft at the cost of \$600 = \$126,000,000.

300 sold at \$550,000. = \$165,000,000.

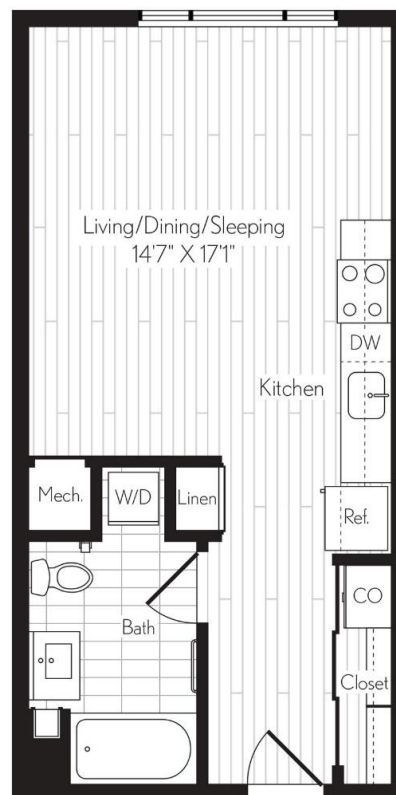
Home association fees of \$400 each = \$1,500,000.

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SALES V RENTAL

300 rental at \$4000. = \$ 15,000,000.

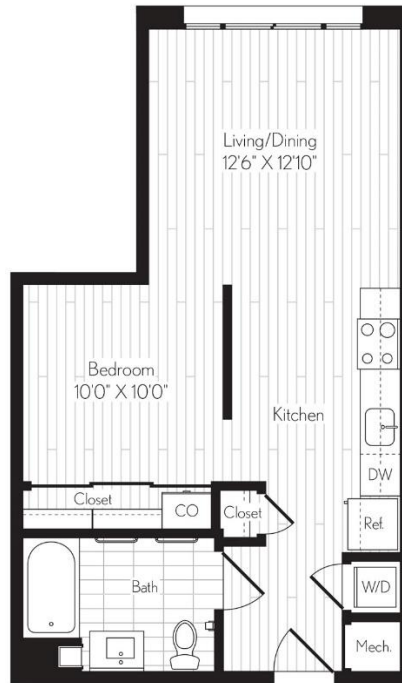
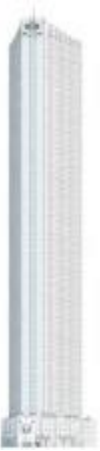


- Studio Unit
- 478 square feet
- \$3,217 - \$3,492 per month

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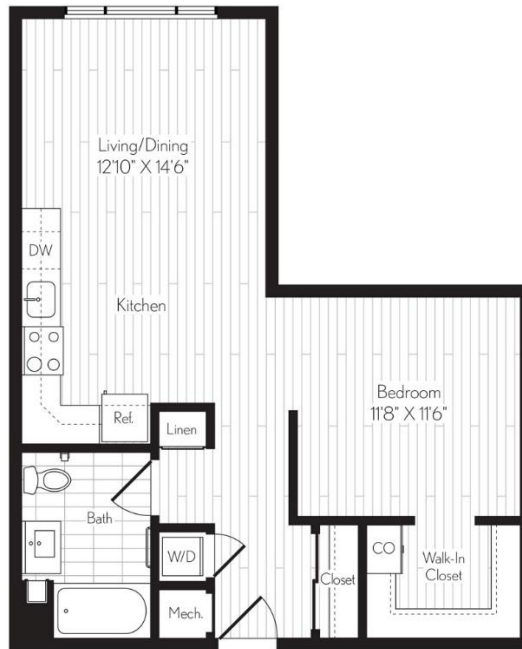
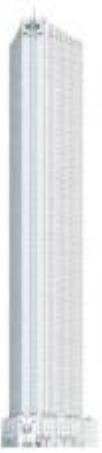


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- One Bed Room Unit
 - 584 square feet
- \$3,517 - \$3,892 per month

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- One Bed Room Lager Unit
 - 705 square feet
- \$4,517 - \$4,792 per month

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- One Bed Room Lager Unit
 - 719 square feet
- \$4,717 - \$4,992 per month

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- 2BD/2BA/DEN
 - 1236 square feet
- \$7,682 - \$7,697 per month

*Please NOTE Square footage listed above are an approximate value for each unit.

**Pricing and availability are subject to change when the project is completed.

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Capella Hotel Group

Los Angeles with an Occupancy rate of 82.7% - for a luxury hotel room ADR estimated to be \$355. A night.

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Building Cost+ fully furnished:

411 X 375 = 154125 X \$600= \$92,500,000.

Revenue Yearly

365 X 82.7%= 300 days

411 X \$355 X 300 = \$43,700,000.

Expenses Yearly

\$269.34 Per room

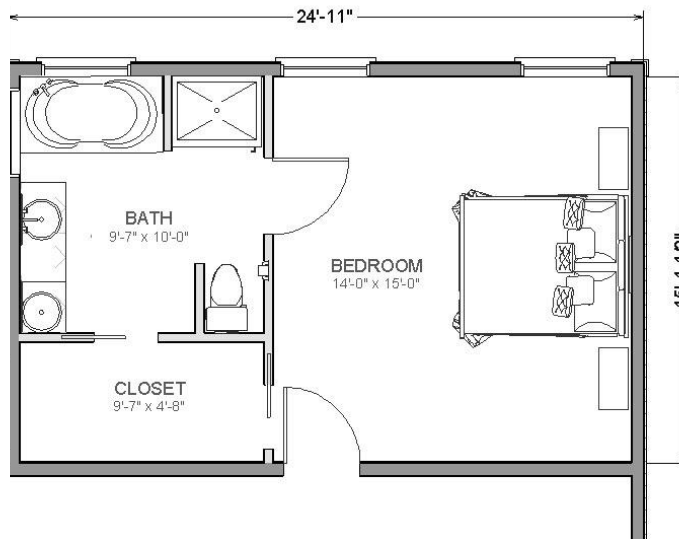
411 X \$269.34 X 300 = \$ 33,309,622.

Estimated Net profit of \$9,500,000.

Hotel rooms

375 square feet

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Retails, Restaurant, Concert Hall, Offices, and Medical suits rental.

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Estimated Cost

Land Acquisition from the City	\$ 49,000,000.00	
Architecture and interiors cost	\$ 9,500,000.00	
Structural Engineering cost	\$ 2,700,000.00	
MEP engineering cost	\$ 1,400,000.00	
Construction cost	\$ 700,000,000.00	
Non-Construction Costs	\$ 14,000,000.00	
Total of hard & soft costs		\$ 727,600,000.00
Grand Total H+S+ 1826 Land		\$ 776,600,000.00
The project with 15% down	\$ 120,000,000.00	
The project financing costs 4%	\$ 28,000,000.00	
Great Grand Budget		\$ 804,600,000.00
Financing		\$ 684,600,000.00

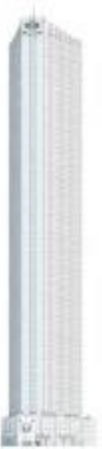
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