

Crystal Anniversary

Realtor Randelle Green celebrates 15 years of Downtown excellence

By LA Downtown News Staff

It was 2005 when DTLA's residential renaissance began, and a new Downtown Realtor named Randelle Green was in the middle of it.

Green was assigned with leading sales teams from The Pan-American Lofts in the Historic Core; Evo/Luma/Elleven in South Park; and The Roosevelt in the Financial District. Quickly, he became well known.

By 2013, local developers and sales and marketing companies like Ryness and the Mark Company were interested in Green's work.

After years of working and consulting for some of the country's biggest Downtown developers, Green started his own boutique brokerage, The RandelleGreen Group (Downtown LA Lofts & Condos).

Booming pocket neighborhoods like The Arts District quickly became a fixture in Green's client base. Since late 2016, Green has represented a mixture of buyers and sellers, and sold just under \$10 million in the Arts District's Barker Block Building alone. Additionally, per the MLS, he represented the seller of the building's highest-priced sale at \$1.635 million.

"I remember back when Barker Block had just come to market and the now ever-so-popular Arts District was just a vision," Green recalled. "Times certainly have changed in the past 15



years. "My goal was to bring to Downtown a smaller personalized brokerage, one that specializes in the local market — not one that simply includes Downtown alongside its other branches in the valleys or west side."

Clients want a hands-on Realtor who understands the specific nuances of the unique urban market and cares about it.

Fast forward years later and The RandelleGreen Group has become a Downtown residential staple.

"I've kept my company and team small and in-

timite," Green said. "Many of the big brokerages have come and gone and continue to come and go, but I have chosen to stick it out."

"From the humble beginnings and the Downtown boom, through the recession of 2007 to 2011 and its bounce back, right up to COVID and now the re-emergence from an international pandemic, one thing is certain — I'm not going anywhere."

Broker/CEO Green has outlasted many of the others and has proven it with 15 years of integrity and honesty. His Midwestern work ethic has never left him.

"I have built my business on referrals, which means everything to me," Green said.

"I am in residential real estate for one reason — the people. I still find great satisfaction when I work with my clients. It takes a local experienced specialist to navigate Downtown LA, one who knows their way around. You can't just come into the area and think you can learn it overnight. We see a lot of that lately and we also see lots of mistakes being made. Years of experience is priceless and that's simply the differentiator of The RandelleGreen Group. I put my name on it."

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