

el1even

HOA

My name is Ben Choi, an owner occupied resident since March 2023. I'm yet another, now decade-long, LA transplant having been born in Seoul and raised in the sleepy and safe Seattle suburbs. I got my Bachelor's Degree in Business Administration at the University of Washington and ply my trade in the tech sector focused on solving problems for customers having spent some vibrant years at Amazon, Microsoft and Google. Along the same vein, I relish the vibrancy of the City of Angels with DTLA being not only its heartbeat, but my home called Elleven.

Customer obsession is not only my mantra at work, but also how I approach many things I do in life. As a former HOA president at a new condominium property in Seattle, I helped coordinate the turnaround of a multi-million dollar remediation project gone wrong by decisively terminating bad contracts and reassigning them to customer-obsessed construction defect experts before burning through hard fought remediation dollars won. Under my leadership and with the help of other customer-obsessed HOA board members, we ended up beautifying the property in and out, securing long term investment value for all owners.

As an Elleven HOA member, I will make time to listen to every resident and act as a voice of action toward maintaining Elleven as the premier luxury property in DTLA.

- Luxury is residents respecting the HOA policy and accepting enforcement of said policies when in violation
- Luxury is continually improving the living conditions functionally and aesthetically
- Luxury is being decisive about hiring and retaining Elleven-obsessed people essential to the above bullets

It's a privilege to invest long term at Elleven. It's a real privilege to be called one of your neighbors. Thank you!

-Ben 406