

# redeavor

## 425 PALM | SOCIAL MEDIA GUIDELINES

### OFFICIAL PROJECT NAME & INFORMATION

425 Palm

<http://www.etcohomes.com/425palm>

[EtcoHomes@RedeavorGroup.com](mailto:EtcoHomes@RedeavorGroup.com)

425 N. Palm Drive, Beverly Hills, CA 90210

### OFFICIAL SOCIAL MEDIA HANDLES & HASHTAG

@EtcoHomes, @MattPici, @InstaDre69, @RedeavorGroup  
#425Palm #etcohomes

### PRIVACY

Please do not post confidential or proprietary information about the residences.

### DISCLOSURE & TRANSPARENCY

- Please do not represent the residence(s) & development as your listing.
- Caption must include: Represented by @RedeavorGroup brokered by REAL DRE #02022092
- Please maintain professionalism across all posts.
- Make sure that you have all the facts before you post.

### ENGAGEMENT

- Please do not engage with negative coverage or comments.
- Please do not use ethnic slurs, personal insults, or obscenity or engage in any conduct that would not be acceptable in Redeavor Group's & Etco Homes' communities.

## REFERENCE INFORMATION

Below please find information about the project to reference.

[Fact Sheet](#)

### 425 PALM

425 Palm is a limited collection of 20 timeless residences in Beverly Hills that have been commissioned as individual works of art. These elevated residences feature open floor plans with one-, two-, and three-bedrooms, all appointed with exquisite finishes. At 425 Palm, privacy and security come second to none with 24-hour security, key fob access throughout the building and elevator access into your private foyer. 425 Palm offers a peerless way of life for the very few who get to call it home.

### PRIME BEVERLY HILLS

Located in prime Beverly Hills, just moments from Rodeo Drive, 425 Palm captures the essence of elevated California living. Timeless architecture, curated interiors, and sun-drenched balconies create a setting that's more than a residence – it's a way of life.



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## EFFORTLESS ELEVATED LIVING

At 425 Palm, indoor-outdoor living is defined through sunlit balconies, expansive patios, and private rooftop decks. Enjoy side-by-side parking, a state-of-the-art fitness center, and a rooftop lounge featuring a gourmet kitchen and a sunken spa. With concierge services, controlled access, and a dedicated lobby, elevated living meets the ultimate sophistication in prime Beverly Hills.

## 425 PALM KEY ATTRIBUTES

- Located in Prime Beverly Hills, with the iconic 90210 zip code.
- Iconic Beverly Hills living—where luxury, culture, and creativity converge among world-class dining, designer boutiques, and legendary landmarks, all just moments from West Hollywood, the Sunset Strip, and beyond.
- An architectural statement of timeless elegance by renowned architect Kevin Tsai, and interior finishes by KTA.
- One-, two-, and three-bedrooms with up to 3.5 bathrooms, from 1,752 – 3,574 square feet.
- Select residences offer direct elevator access with a private foyer, rooftop decks spanning from 600-870 square feet, while ground-level residences offer expansive outdoor patios.
- Residences are thoughtfully appointed with luxury finishes, including Wolf, Sub-Zero, Asko, and Miele appliances, Caesarstone countertops, Linnea Quattro European cabinetry, and Italian Gessi fixtures throughout.

I have read and agree to the guidelines stated above. I will post social media content adhering to the required needs.

Agent Name: \_\_\_\_\_ Agent Brokerage: \_\_\_\_\_

Agent Signature: \_\_\_\_\_ License #: \_\_\_\_\_

Date: \_\_\_\_\_

