



Biography of Lixin Azarmehr

Lixin Azarmehr is a real estate developer based in Los Angeles, CA. In 2015, Azarmehr partnered with Xiaoqian Hou to launch J.L. Real Estate Development (JL RED), which specializes in developing luxury residential properties and mixed-use commercial buildings. Azarmehr is currently the Chief Executive Officer, overseeing U.S. business operations.

The company boasts a varied land development and construction portfolio, including premier boutique retail shops, skilled nursing facilities, and high-end residential development.

JL RED is headquartered squarely amid L.A.'s architecturally eclectic and culture-rich Wilshire Blvd. The company's signature project and future headquarters are in the works—a 34-story, mixed-use residential/commercial structure featuring a 4-star hotel, premier retail boutiques, and a silhouette that will transform the L.A. skyline.

Education

Lixin was a math prodigy who achieved both a Bachelor of Science in Mathematics and a Master of Science in Computer Science. She particularly enjoyed the analytical structure and logical thinking required to master these intellectual and technical fields.

But when Lixin considered the best profession to apply herself to, she realized she could better use her critical thinking skills while filling a void as a representative for U.S. companies striving to do business with Asian entities. Azarmehr completed her Juris Doctor degree and still provides corporate consulting for several international business entities.

Professional Experience

Since 2015, Azarmehr has served as Co-Founder and Chief Executive Officer at the Los Angeles, CA-based JL Real Estate Development (JL RED) Corporation. In this role, she oversees the firm's business management and operations.

Real Estate Development Expertise

Since co-launching JL RED, Lixin Azarmehr has taken on increasingly more executive management duties and provided advisory services for the company's land development and construction projects. Her talent as a liaison between Asian corporations looking to invest in U.S. real estate has made her a vital part of the J.L. Real Estate Development Corporation's success.

As CEO at JL RED, Azarmehr has played a pivotal role in the company's meteoric rise on the West Coast. With her tireless dedication and hard work to finalize land development contracts and close negotiations with various stakeholders, she has helped JL RED double its profits and access coveted geographical locations.

As co-founding partners, Azarmehr and Xiaoqian Hou, chairman of J.L. Real Estate Development Corp, collaborate closely on all of the firm's high-end construction projects.

Azarmehr's vision for the entitlement process that transformed three properties in Las Vegas into memory care, Skilled Nursing, and respiratory care facilities for those in need was a game-changer. She aimed to redefine the concept of a skilled nursing facility, elevating it from a lusterless and medicinal environment to a luxury resort-like setting that prioritizes patient care.

A mixed-use commercial construction project on Wilshire Blvd in Los Angeles, spearheaded by Azarmehr, garnered overwhelming community support. It is expected to boost the local economy by 2.7% and bring more than 2,000 jobs to the local community. This project is a testament to Lixin's innovative thinking and commitment to sustainable land development projects that emphasize the company's motto—"The Power of Community."

In Bel Air, another coveted California community, She was a driving force in acquiring an expansive residential property. Lixin Azarmehr worked closely with a well-known residential architect to develop a 31,000-sf luxury home using state-of-the-art smart home technology. The ultra-modern residence is also designed to integrate sustainable design features and environmentally conscious elements to optimize infrastructure efficiency and contribute to a healthier environment.

Lixin Azarmehr

CEO

be.net/lixinazarmehr

WORK EXPERIENCE

JL RED

CEO

Lixin Azarmehr is a notable real estate developer in Los Angeles, California, and the co-founder and CEO of JL Real Estate Development (JL RED), established in 2015. Under her leadership, JL RED specializes in developing luxury residential and mixed-use commercial properties, maintaining a diverse portfolio that includes high-end retail spaces and skilled nursing facilities.

California, United States

Development of a 34-Story Mixed-Use Tower

Lixin oversaw the planning and execution of a landmark project in Los Angeles, featuring residential units, a 4-star hotel, and retail spaces, set to serve as the new headquarters for JL RED.

California, United States

Transformation of Las Vegas Properties

She directed the redevelopment of properties into luxury nursing facilities, setting new standards for combining medical functionality with luxury living.

California, United States

International Corporate Consulting

Utilizing her Juris Doctor degree, Lixin provides expert consulting services, facilitating business between U.S. companies and Asian markets, enhancing JL RED's global reach and operational capabilities.

California, United States

LANGUAGES

English (Native)