

Safir Shamsi of Rodeo Realty Restores Historic Duplex and Secures Record-Breaking Leases

LOS ANGELES, CA, UNITED STATES, July 10, 2025 /EINPresswire.com/ -- In the heart of one of Los Angeles' most sought-after historically designated neighborhoods, a meticulously restored 1930s duplex has just leased both of its units for record-breaking prices: \$8,000 for the upper residence and \$7,250 for the lower — setting a new bar for the area.

Located at [1206/1208 S. La Jolla Avenue](#), the Spanish-style property was reimagined by Studio ROI, the design firm led by real estate agent and project lead [Safir Shamsi](#). The one-year renovation, completed last month, sought to preserve the architectural integrity of the original structure while integrating modern elements. The result is a striking blend of timeless craftsmanship and thoughtful updates that have drawn interest from across the rental market.

The design highlights include a checkered tile entryway, cast iron lighting fixtures, glazed bathroom tile walls, and vertically placed vintage-inspired sconces in the primary bathrooms — features that pay homage to old Hollywood glamour while meeting today's standards for luxury living.



1206 S La Jolla Ave

“The goal is always to create something that feels homeowner-worthy, not tenant-grade,” said Shamsi. “With over 15 years in real estate, I’ve made it my mission to help clients and developers create investments that are not only structurally and aesthetically sound, but truly exceptional. That’s what ROI means to us — return on investment and return on inspiration.”

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This latest project reflects Shamsi’s A-to-Z investment model, offering clients concierge-style services across

acquisition, restoration, and sale or lease. Over the past year, his restored properties have

attracted a wide range of tenants, from families to professionals in the entertainment industry — each drawn to the detail and care evident in the design.

In addition to this La Jolla project, Shamsi is currently leading the restoration of an Art Deco waterfront home in Marina del Rey. While many coastal homes lean toward a traditional beach aesthetic, Shamsi's upcoming project explores warmer hues and bold vintage accents, staying true to its architectural heritage while embracing a fresh coastal ambiance.

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