



ALEX MOGHAREBI LAUNCHES FIRM

By David Phillips

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NEWPORT BEACH, CO—**Alex Mogharebi**, one of the leading commercial real estate (CRE) brokers in the U.S., has opened own new firm.

The **Mogharebi Group** which opened this week, will offer a unique platform of multifamily investment sales, financing and advisory services, Mogharebi says.

“There is a tremendous market opportunity in commercial real estate to bring the sophistication and expertise of Wall Street to main street investors, and truly accelerate their wealth creation,” said Mogharebi (pronounced mor-AH-bee). “We offer our clients long-term industry relationships in the multifamily sector combined with a seasoned team of professionals who enjoy a virtually unmatched track record of success. My clients have ranged from high net worth individuals to the most sophisticated organizations in the multifamily field. My team knows how to deliver the ultimate client experience and we are excited to do so now under our own brand.”

According to Mogharebi, a key market differentiation for the new firm is its ability to provide investment sales and/or the right lending products to affect the correct strategy for the client and execute the transaction that maximizes the client’s returns. While some firms offer both capabilities, The Mogharebi Group has a unique approach to determining whether selling or refinancing a property ideally serves the client’s best interest: In the final analysis the market will determine the best option.

“In other CRE firms, the brokerage and lending sides of the business tend to arm-wrestle as to which one wins the transaction with a client,” said Mogharebi. “We want to eliminate that conflict and let the market decide the best solution, whether selling or refinancing a property. With no risk or cost to the client, we will initiate a side-by-side brokerage and-refinance process, weigh how the market responds, and then present our clients with their top options.”

To form a seamless process between sales and lending, The Mogharebi Group has created a joint venture with **Cohen Financial** and its parent company **Pillar**. Cohen Financial is one of the nation’s leading originators of commercial and multifamily real estate financing. Pillar

is one of the nation's leading direct lenders of multifamily real estate and one of the few lenders in the country that offer **Fannie Mae, Freddie Mac** and **Federal Housing Administration HUD** loans alongside traditional life insurance company portfolio, CMBS conduit, and bridge loans under one roof. Through this venture, The Mogharebi Group brings direct lending products, expertise, and a unique business model focused on serving the full spectrum of multifamily investors' needs.

"Alex Mogharebi brings decades of experience in helping investors build wealth through commercial real estate. We are very excited to help him expand his reach by offering the full array of financing products and services," said **Manny Brown**, president of Capital Markets at Cohen Financial. "In a business that's all about ability to execute, Alex has distinguished himself and stands in a class by himself. His new firm will provide a combination of marketing, sales, financing and advisory services that will produce the best possible outcomes for clients to achieve their personal and business goals."

Prior to forming the group, Mogharebi was ranked No. 1 nationwide for 17 years at Marcus & Millichap and Berkadia, closing in excess of 50,000 units with total sales approaching \$5 billion.

Cohen Financial is a diversified, commercial real estate capital services firm offering debt and equity placement, loan administration and advisory services.