



FORMER MARCUS AND MILLICHAP TOP BROKER FORMS JV WITH COHEN FINANCIAL

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A new investment banking entity sailed into Newport Beach this week, and it's sure to send ripple effects across the Southern California investment real estate waters. After more than 17 years as a top national broker, including stints at Marcus & Millichap and Berkadia, Alex Mogharebi has formed The Mogharebi Group, a multifamily

investment sales, advisory and lending firm.

The Mogharebi Group claims it's distinctive because, through its joint venture with Cohen Financial, it eliminates the normal conflict between teams, and allows the market to determine whether the best strategy is to refinance or sell.

"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. "In the final analysis, the market will determine the best option."