

# Commercial Property News

FOR INVESTMENT, DEVELOPMENT, FINANCING, LEASING AND ASSET MANAGEMENT

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## HOT Brokers

Despite last year's more cautious real estate market, certain brokers outshined their competition. In our annual "Hot Brokers" feature, COMMERCIAL PROPERTY NEWS profiles 21 dealmakers who in 1999 stood out from the pack. They include both leasing and investment brokers, acting singly or in teams and specializing in a variety of property types around the nation.

### MOGHAREBI CLOSES APARTMENT SALE AT PRICE NEAR TOP OF CURRENT MARKET

Ontario, CA—Alex Mogharebi is a perfectionist. Even at a young age, "I wanted to be the best at what I did, no matter what it was. Instead of just brokering a transaction, I strive to act in the capacity of an advisor or consultant," said the 45-year-old Marcus & Millichap vice president. When pressed to define "best," he responded: "To understand the wants and needs of the client and deliver what they're looking for."

That drive has made him the firm's No. 1 investment associate for six years out of the past seven. He netted the highest single-year earnings at Marcus & Millichap for the last three years. Last year, the multi-family investment broker, who focuses on the Inland Empire in Southern California, represented 53 parties in 28 transactions totaling over \$165 million.

For his uncompromising attitude, he is well respected in the industry. "He's remarkable. He adds value to transactions both as a buyer and a

seller," commented Dan Rudd, president of Sun Pacific Cos., a real estate investor Mogharebi represented in several multi-family acquisitions. "His professionalism and integrity are unsurpassed. ... He's the best in the business."

Of all the transactions he was involved in last year, Mogharebi best remembers the sale of a 214-unit condominium complex in Torrance, Calif. The closing price was one of the highest sales counts, or prices per unit, last year for such properties in Torrance. Mogharebi especially enjoyed the deal because it required a buyer who understood the market and the value of the asset. "Because of the credibility I have with most of these buyers, the offering was taken seriously and buyers responded accordingly," he stated. "After identifying the most likely buyers for the asset, I chose Fairfield Residential as the most likely candidate for the transaction."

*Mari Nagasawa, Assistant Editor*



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