

Top Performers in Real Estate

by Gary Brodeur

Ten Inland Empire real estate brokerages participated in our inaugural survey for determining the Top Performers in six commercial real estate sales categories.

Alex Mogharebi of Marcus and Millichap in Ontario topped the list for investment specialists, posting \$81.2 million in sales on 32 transactions. Mogharebi also topped the list for total sales dollar volume in 1995.

Mark McAdams of Cushman & Wakefield in Ontario also appears at the top of two lists, office landlord representation and combined office representation. We had to add the latter category to our original list since some representatives had difficulty segregating their sales in retrospect.

The consensus among the list toppers is that the commercial real

estate market should be firming up this year and recovering well in 1997. Our thanks to those offices that participated, and our congratulations to the Inland Empire Business Journal Top Performers in commercial real estate sales for 1995!

Investment Representative
Overall Sales - Alex Mogharebi
 Marcus & Millichap, Real Estate
 Investment Brokerage Company
 3401 Centrelake Drive, Ste. 150
 Ontario, CA 91761
 Telephone: (909) 605-1800

Alex Mogharebi has a well-deserved reputation as an agent who can move investment properties, especially apartment complexes. Unfortunately, Mogharebi didn't reach his goal of \$100 million in sales, but he tops the list as invest-



Alex Mogharebi

ment representative—and the list for overall dollar sales volume as well—based on 32 transactions.

His keys for success are simple and succinct: "Keep a promise, undersell and overdeliver." Mogharebi said that means: do what you say you're going to do; let

clients make the decisions; but give them more information and representation than they expect so that they can make a well-informed decision.

Mogharebi has been active in real estate since 1978 and became involved with investment property sales in July, 1989, when he moved to a desk at Marcus & Millichap. He works 11 hour days Monday through Friday, and puts in two Saturdays per month. Leisure hours are often spent with family playing tennis.

"We are emerging from the past three years of an REO—foreclosure—market into a more stabilized market," Mogharebi said about the direction of his specialty. He said vacancy factors are coming down, and he expects the market to be flat

for the next year or two. "After that," he said, "we should see increasing values in investment properties."