



November 22, 2016

This Week's LA Deal Sheet

Find out why [LA multifamily](#) has had the fastest growth rate in two decades.

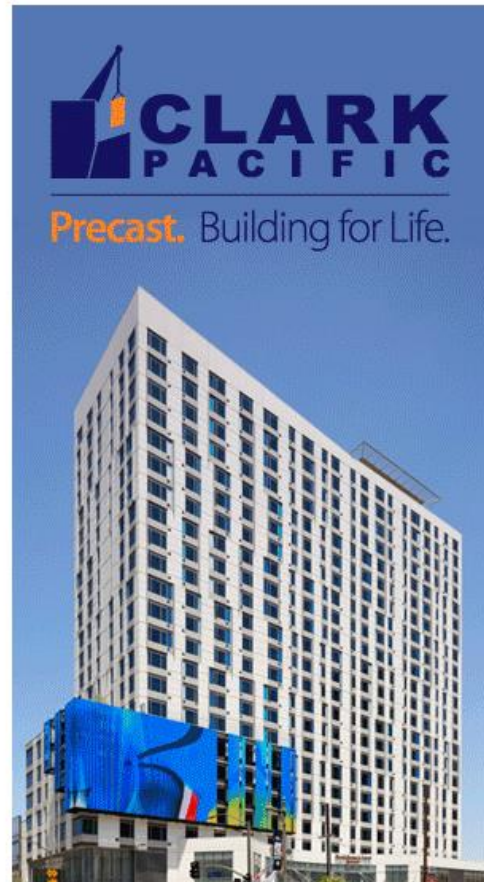
A new brand concept, Be, is debuting in [Hollywood](#), attracting the likes of [Live Nation](#) and Revolt TV.

The Souferian Group's **Behzad Souferian** tells *Bisnow* more about his Class-A office building at 1800 North Highland Ave.



Behzad, who refers to the concept as his "baby," has been working on the brand for years, he says. The goal is to "create the next generation of office space where it fosters to the way we live

[Read Full Story](#)



Share: [✉](#) [f](#) [t](#) [in](#)