



BlackRock and Related Companies Shake Hands at Hudson Yards



Federal Capital's \$328M Sale



UCLA Anderson's 'Trumponomics' Impact on California Economy



Carlos Aguilar named CEO of Texas Bullet Train Co.



### 3 CRE Q&A: What's Behind "Be" Brand?

December 2, 2016

By Dennis Kaiser

The lines continue to blur between workspace, entertainment and retail experiences, and high-touch hospitality venues. An example of that is The Souferian Group's "Be" brand concept unveiled at a flagship office location in Hollywood. Connect Media caught up with Behzad Souferian to learn more about his intriguing vision. Souferian is skilled at introducing new concepts that resonate with people, having previously served as VP of real estate at Sbe, one of the transformative forces shaping contemporary hospitality.

**Q: We understand you recently launched your new brand of office environments, tell us about the concept.**

**A:** Yes! The "Be" brand resides at the intersection of commercial real estate and hospitality. Our vision is to be the next generation of office environments that is comprised of an unexpected and timeless design aesthetic, amenity rich spaces and a best-in-class lifestyle. Infused with hospitality components, Be environments are more than just office buildings, rather they are holistic environments that are tailored to the way we live today.

Our first implementation of Be is located at 1800 N. Highland Ave., the gateway to Hollywood's entertainment district. Our flagship's prime location, combined with the Be brand, has already prompted prominent companies to lock in multi-year leases. Be has resonated with tenants, and we are excited for our brand rollout to major cities across the country.

**Q: What market trends prompted the inception of Be?**

**A:** A few years ago, I was looking for an office space for The Souferian Group, and noticed what could only be described as a "white space" in the market, a void somewhere between sprawling office campuses and traditional high-rises that was leaving a majority of tenants with unexciting and outdated work environments. I realized it didn't matter what I did to my office space, because once I left my four walls, there was a disconnect in the overall building environment. I don't want tenants to check their lifestyle at the door. Traditionally, office buildings such as these are recognized by their address or most prominent tenant and lack an identity. We strive to break this mold by becoming the face of a movement to provide tenants an unprecedented offering with a white glove approach.

**Q: What are your plans for implementing this unprecedented concept?**

**A:** The Be brand can be defined by three key elements: bespoke design, curated amenities and best-in-class services. Be buildings are designed to reflect the style of boutique hotels, from the valet arrival experience, to tenant lounges and communal landscaped courtyards. We've also brought in lifestyle amenities including Be-branded bikes for midday errands and free wifi throughout our pet-friendly buildings. Be tenants are tended to by concierge services that include room service-inspired deliveries. Be tenants are also granted exclusive membership to Be Benefits, a program of brand partner discounts, special offers and behind-the-ropes access to popular establishments. These elements converge to a value proposition, and create an office environment that truly caters to and inspires those who work within it.

*Connect Westside LA is the city's most exciting CRE event! Join us at the Luxe Sunset on December 13th. Here's where to register: [Connect Westside LA](#).*

READ MORE AT [BEBYTSG.COM](#)

CONNECT WITH BEHZAD SOUFERIAN

For comments, questions or concerns, please contact Dennis Kaiser



Tags: 1800 N. Highland Ave, Be brand, bespoke design, branding, curated amenities, development, high-end services, hollywood, lifestyle amenities, los angeles, office, The Souferian Group, workplace



#### Recent Stories



Caruso, The Agency and Wanda Group: Westside LA's Luxury Residential...



Highlights: Connect Westside Los Angeles 2016



Fred Segal to Open Flagship Store on Sunset



Power to the Westside

#### More News

#### NATIONAL NEWS

- West
- Southwest
- Midwest
- Northeast
- Southeast

#### CALIFORNIA NEWS

- Los Angeles
- Orange County
- Inland Empire
- Bay Area
- San Diego

#### TEXAS NEWS

- Dallas – Fort Worth
- Houston – Galveston
- Austin – San Antonio
- West Texas
- East Texas

- NATIONAL NEWS
- West
  - Southwest
  - Midwest
  - Northeast
  - Southeast

- CALIFORNIA NEWS
- Los Angeles
  - Orange County
  - Inland Empire

- TEXAS NEWS
- Austin-San Antonio
  - Dallas-Fort Worth
  - East Texas
  - Houston-Beaumont
  - West Texas

- CONNECT
- Get Connect Daily
  - Connect Conferences
  - Connect Classroom

- CONNECT MARKETING SOLUTIONS
- Advertising and Services
  - About Us

- GET CONNECT RSS FEEDS
- All News
  - National
  - California
  - Texas

Search

▶ GET CONNECT DAILY

#### FOLLOW US



#### CONTACT US

Submit a Press Release