

PHOTOS: TRD celebrates LA magazine launch with intimate Beverly Hills fete

Beverly Hills Mayor John Mirisch was in attendance, alongside commercial and resi execs

By Hannah Miet and Katherie Clarke



Matt Case, Kitty Wallace and Behzad Souferian

The Real Deal broke bread this week with real estate movers and shakers on the West Coast to toast the magazine's launch in the Los Angeles market.

Some of L.A.'s biggest real estate personalities gathered for the event at Mastro's steakhouse in Beverly Hills, where they dined on strip steaks and perused the magazine's first ever L.A. print issue.

"The Real Deal is 100 percent independent and has no shareholders and no debt. We answer to no one but to our readers," publisher Amir Korangy said in a speech. "The greater the transparency we provide, the more informed our readers can be, which makes for a more stable market, which is good for everyone."

Attendees came from both the residential and commercial sides of the business — and even included Beverly Hills Mayor John Mirisch. Other big names in attendance included Jeff Hyland

of Hilton & Hyland; Beth Styne and Joyce Rey of Coldwell Banker; Carl Muhlstein of JLL; Mauricio Umansky and Billy Rose of the Agency; Michael and Myra Nourmand of Nourmand & Associates; developer Behzad Souferian and Rohan a'Beckett of Wanda Group.

Hannah Miet, the managing editor of TRD LA; West Coast advertising director Frankie Morales and senior national reporter Katherine Clarke also mingled about the crowd.



Behzad Souferian and Mauricio Umansky