

Lifestyle Living Lands In Your Office

NOVEMBER 18, 2016 | BY KELSI MAREE BORLAND

LOS ANGELES—The Souferian Group wants to revolutionize the office space with Be, a new lifestyle-branded office product that brings hospitality-like amenities—amenities, concierge—to the office market.

FOLLOW 

PRINT 

REPRINTS 



Be is located at 1800 N. Highland Ave., a seven-story, 88,000-square-foot building in Hollywood.

LOS ANGELES—“Bland has left the building,” is the mantra of **the Souferian Group**’s new office product **Be**—a convergence of hospitality and office spaces. Be brings cultivated lifestyle spaces, complete with amenities and services that one would find in the most luxury apartment and hotel properties, to the office market. While office spaces have evolved significantly in the past few years, this new iteration of office space will break down the barrier between life and work.

“We are really trying to be the next generation of office space, and we are living on the intersection of where commercial real estate meets hospitality,” **Behzad Souferian**, founder and CEO of the Souferian Group, tells GlobeSt.com. “We wanted to create a face or identity for the office sector and be the marketed leader by bringing this product that really hasn’t existed. We think this will be the catalyst for a dramatic change in the office market.”

Souferian’s concept, which launches this week nationwide, will also create a branded office experience that will be consistent between office spaces. “We offer continuity so that tenants in multiple markets can have one landlord,” he adds. “We are creating an identity with this brand.”

Be offices will focus on forward-thinking design that flows between individual and communal spaces. “It doesn’t matter what you do to your office because once you step out of those four walls, there is a disconnect in the overall building environment,” says Souferian. “I could have a really cool office, but it wouldn’t matter if the rest of the building seemed outdated or too traditional. I don’t want tenants to check their lifestyle at the door.”

Souferian went to great lengths to study the market and the product that is being delivered to ensure that Be would not look like anything else on the market. “For design, we want our properties to be unexpected and timeless,” he explains. “We spent a lot of time studying the marketplace and figuring out how we can be different, and we infused the spaces with a lot of amenities.”

In the Be world, lobbies become tenant lounges, tenants customize their music playlists, WiFi is free, pets are welcome and bicycles are always on hand. “It is more of a white glove approach,” says Souferian. The amenities are supported by a host of lifestyle services, like a concierge and Be Benefits, a package of partner benefits and discounts offered to tenants.

While Be will certainly appeal to creative-leaning companies first, Souferian is quick to detach from the creative office movement. That term, he says, has become the standard for new office spaces. “Creative office resonates with me has being very normal,” says Souferian. “That is a product that everyone delivers. We are creating the next generation; something that is completely different. We are delivering a more holistic approach and looking at office from a 360-degree view. I think our overall approach is much different than anything else that is out in the marketplace.”

While Be has only just launched, Souferian has already received a positive response from tenants. “What has resonated with the tenants that have signed new leases is that we are really bringing a refreshing approach, perspective and product-type to the office sector,” he says. “This is really translating to a value-proposition.”

The first Be office space is at 1800 N. Highland Ave., a seven-story, 88,000-square-foot building in Hollywood. **Live Nation Entertainment** and **Soothe** have signed new leases in the building, and more than 50% of the leases rolled over.



Kelsi Maree Borland

CONTACT KELSI MAREE BORLAND

