

# BEVERLY HILLS REAL ESTATE

## Pacific Union's Segal Wants To 'Take L.A. By Storm'

By Victoria Talbot

Pacific Union International, the Bay Area real estate firm that made headlines last year with the purchase of John Aaroe Group, Partners Trust and Gibson International, has now unified under the Pacific Union International brand.

The powerhouse brokerage brings 900 real estate professionals together with the top executives of the three firms under the leadership of Nick Segal, a familiar figure in Beverly Hills, where he has been in real estate for over three decades. He is the former CEO/founder of Partners Trust.

Segal has been named president of Pacific Union International, Southern California.

The three independent brokerages will now bear the Pacific Union International banner, and Segal will oversee 20 offices across the greater Los Angeles market. Pacific Union is retaining the offices formerly held by Gibson, John Aaroe Group and Partners Trust.

"Our intention is to take Los Angeles by storm," said Segal, and, "to be the dominant force in real estate" in the Los Angeles area. The company is planning an advertising blitz with billboards to help pro-

mote the name.

Offices include Malibu, two on Montana Avenue and one on Ocean Avenue in Santa Monica, two in Beverly Hills on Rodeo and Canon Drive, two in Brentwood, one in Pacific Palisades, Marina del Rey, DTLA, Sherman Oaks, Pasadena, La Canada, Studio City, Baldwin Hills and the Sunset Strip, raising their visibility considerably.

Segal will spend the next few weeks visiting all of the offices. His one-one-one time will be harder to get, he admits, but he believes that the firm has great management, coupled with an expanded platform through video and other media.

The launch, said Segal, "is truly a historic move that unites LA's most esteemed and highest-producing real estate professionals under one name with best-in-class technology, marketing, data and research. This dream team of 900 real estate professionals sharing core values and a commitment to teamwork, trust and innovation will provide the absolute best client experience possible. And we now all proudly share the same company name."

"We are better and stronger as one and our real estate professionals and their clients will benefit



Nick Segal

greatly with us as one company."

The firm has been on an aggressive expansion campaign, and projects a sales volume of \$18 billion in 2018. Their territory includes Beverly Hills, Malibu, Downtown LA, West LA, Northeast LA, the San Fernando Valley, San Gabriel Valley, San Francisco, Marin, Contra Costa, Alameda, Napa and Sonoma, Silicon Valley and the Lake Tahoe region.

Last year, Pacific Union's professionals sold \$6.8 billion in the Los Angeles market, including the highest and second-highest sales in Beverly Hills (\$70 million and \$65 million, respectively).

Founded in San Francisco in 1975, the firm is not well-known in the Southern California area. To expand the brand, Pacific Union is launching a multimedia campaign entitled "Watch What We Do Next."

## Planning Commission Talks Basement Ordinance Pipeline

By Victoria Talbot

An ordinance to amend the definition of basements citywide that is expected to be implemented in the coming months went before the Beverly Hills Planning Commission Thursday – after the *Courier's* press time – seeking a recommendation on a cut-off criterion for projects in the pipeline.

The draft ordinance came to the City Council on Dec. 5 with a discussion of the impact on projects that are currently under review by the City (in the pipeline). At that time, the City Council kicked the decision back to the Planning Commission, preferring to let the responsibility for developing the criteria that will establish what gets through and what does not get through the pipeline rest firmly on their shoulders.

The draft ordinance amends the Beverly Hills Municipal Code (BHMC) to address concerns about grading and retaining walls in the Hillside Area of the City and basements in single family areas of the City, garnering unanimous support from the Council.

Among other things, changes in the draft ordinance include alterations to the definition of a basement and calculation of floor area ratio (FAR), as well as the height of walls and retaining walls.

In addition to the pipeline issue, the City Council directed the Planning Commission to develop an R-1 permit process to allow applicants to seek relief from the wall height and location regulations through discretionary review by the Planning Commission.

For a full report on what happened at Thursday's Planning Commission meeting, read next week's *Courier* or visit [www.bhcourier.com](http://www.bhcourier.com).



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### HIGHLIGHTS

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alex@canonproperties.com  
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President  
310.273.1975 x 105

**Dylan McCarthy**  
dylan@canonproperties.com  
BRE #: 01972863  
Associate  
310.273.1975 x 103

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