

Mo Honarkar

Entrepreneur | Investor | Builder of Places



~\$1 billion

2019 redevelopment vision reported by OCBJ

5+ acres

downtown sites assembled for redevelopment

15,000+ sq ft

Terra Laguna venue created

40+ years

of entrepreneurial and operating experience

Mo Honarkar has built enterprises from the ground up, scaled them across state lines and turned his operating experience toward consequential real estate. His story begins with a move from Tehran to Southern California in 1978. He worked while learning a new language, earned a Bachelor of Science in Applied Physics from the University of California, Irvine in 1983 and began his career in technology. He would take that analytical discipline into retail, then real estate, repeatedly seeing commercial potential before its scale was obvious.

THE INSTINCT TO BUILD

In the early 1990s, Mo founded Chez Lui, a group of high-end men's clothing stores. From inside one of those stores, he noticed the traffic at a nearby wireless retailer and saw the opening in a fast-forming market. He launched his first wireless outlets inside Chez Lui, then co-founded GSM Wireless in 1998. As chairman and chief executive, he grew GSM into a western United States network of more than 180 stores and mall kiosks at its peak. The business operated as a retail agent for PacBell, Cingular and later AT&T. It was Mo's first demonstration that a sharp observation, paired with execution, could become a regional enterprise.

A SECOND ENTERPRISE, BUILT TO SCALE

Mo founded 4G Wireless in 2006 as a Verizon Wireless premium retailer. He again built from a handful of stores to a multistate operation, this time reaching approximately 160 locations across five states and approximately 2,000 employees. By the time he sold the business to a national retailer in 2016, he had built and exited a second large-scale wireless platform. The work demanded market selection, lease negotiation, carrier relationships, hiring, training and systems that could perform consistently across a wide footprint. Those are the disciplines he later brought to real estate.

FROM ENTERPRISES TO ENDURING PLACES

Through 4G Ventures, which he founded and led as chief executive and president, Mo directed the acquisition and management of multifamily properties in Redlands, Moreno Valley, Rancho Santa Margarita, Newport Beach and Laguna Beach, plus hospitality assets in Laguna Beach and Palm Desert. The hospitality portfolio included Holiday Inn, 14 West, Courtyard by Marriott and Residence Inn by Marriott properties, as well as the Laguna Beach vacation rentals Sunset Cove, Laguna Retreat and Laguna Villas. Beyond those operating assets, he oversaw the design of a 171-room Hampton Inn & Suites in Los Angeles Koreatown, assembled Laguna Beach retail sites for a proposed Museum Hotel and more than five acres of downtown mixed-use redevelopment, and created Terra Laguna, a restaurant and event venue exceeding 15,000 square feet. He also incubated technology and business ventures. In 2019, the Orange County Business Journal named him to its OC 500, identified him as Laguna Beach's largest private real estate owner at the time and reported his approximately \$1 billion redevelopment vision for the city.

HOTEL LAGUNA, AND THE WORK AHEAD

Hotel Laguna brings Mo's determination into the present. Under a 99-year ground lease in 2019, he led the restoration that reopened its public spaces in 2021. A prolonged joint-venture dispute interrupted the work, but Mo continues seeking a path to regain affected properties, complete the hotel's guest rooms and return other assets to productive use where possible. His ambition extends beyond one landmark: connecting hospitality, housing, restaurants and the arts to create jobs, welcome people and strengthen Laguna Beach. The judgment that built and sold enterprises now guides his work with aligned investors and operators. His next chapter is to finish what he began and pursue opportunities where his operating experience can create enduring value.