



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Craig Fry	Phone	6267162916
Employer	Craig Fry & Associates	Email	projectmanager@cfa-la.com
Business Address	1010 S. Arroyo Parkway, #6	Website Address	craigfryandassociates.com
Address Line 2		Fax	N/A
City	Pasadena		
State	CA	Zip	91105
Legislative Advocacy During the Past 12 Months Not Previously Reported			
Not applicable			

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No
Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?	Yes, the Expenditure Lobbyist is a partnership
Please enter the name of each partner if the partnership has fewer than 5 members, or enter the name of the partner with the greatest ownership interest if the partnership has 5 or more.	
Craig Fry, president Brian Fry, Vice president	

Client Information

Client Name	Phil Rezvani	Client Phone	(310) 418-3259
Specific Business of Client	Alpine Capitol Holdings, LLC. (Developers)	Client Website Address	N/A
Client Address	10629 S. Eastern Ave. #A-964		
Client Address Line 2			
Client City	Henderson		
Client State	Nevada	Client Zip	89138

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement
2021/03/08
Project Name (include address if advocating for a property)
616 Alpine
Description of Municipal Legislation that is subject of Advocacy
We will work with BHBS to submit all required documentation for the Demolition of the SFD, obtain the permit and then work with the inspection bureau to follow all rules in the demo of the SFD.
Desired Outcome
Obtain necessary demo permit for construction of new SFD
Estimate of Compensation to be Paid to Legislative Advocate from Client
up to \$25,000

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.

Signed	Craig Fry	Date	2021/03/08
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Previously Reported Legislative Advocacy Activity

803 linden			
Client Name	Roman James	Phone	(310) 295-2281
Specific Business of Client	Roman James Design Build	Website	https://www.rjdesignbuild.com/
Client Address	8383 S. Wilshire Blvd		
Address Line 2	#800		
City	Beverly Hills		
State	CA	Zip	90211
Desired Outcome		Engagement Date	2022/01/11

1718 Ambassador			
Client Name	Elliott Nassib	Phone	3107098787
Specific Business of Client	Home owner & Tennant of property listed above	Website	N/A
Client Address	1718 Ambassador Ave		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/12/07

443e & 445 S. Bedford Ave			
Client Name	Vartan Jangozian	Phone	818-207-1114
Specific Business of Client	N/A	Website	N/A
Client Address	443 S. Bedford		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/09/30

633 Sierra			
Client Name	Jason Illouliau	Phone	3234337219
Specific Business of Client	Private Residence, Owner occupied home	Website	N/A
Client Address	633 N Sierra Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210

Desired Outcome		Engagement Date	2021/09/30
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1712 Ambassador			
Client Name	Ryan and Jasmin Hekmat	Phone	310-488-7111
Specific Business of Client	Homeowner of property listed below	Website	N/A
Client Address	1712 Ambassador Ave		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/09/30

343 N Canon cosmetic spa			
Client Name	Alexia Dekirmendjian	Phone	828-312-5705
Specific Business of Client	Cosmetic spa	Website	N/A
Client Address	343 N. Canon Ave		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/08/06

9460 Wilshire			
Client Name	CMI group, Ray Hoffman	Phone	714-931-7665
Specific Business of Client	Property Owner and Property Managers	Website	N/A
Client Address	9640 Wilshire		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/08/06

1181 Hillcrest			
Client Name	Markus Persson	Phone	3104987383
Specific Business of Client	Homeowner & Tennant	Website	N/A
Client Address	1181 N. Hillcrest Road		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210

Desired Outcome		Engagement Date	2021/08/02
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9737 S. Santa Monica Blvd.			
Client Name	Greg Strumpf	Phone	9515151322
Specific Business of Client	Restaurant	Website	N/A
Client Address	9737 S. Santa Monica		
Address Line 2			
City	Beverly Hills		
State	California	Zip	90210
Desired Outcome		Engagement Date	2021/06/22

608 N. Canon Drive			
Client Name	Puneet Nanda	Phone	(562) 895-3852
Specific Business of Client	PROPERTY OWNER/RESIDENT	Website	N/A
Client Address	608 N. Cannon Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/06/22

FOR CITY CLERK USE ONLY

Date of Registration Submission Monday, March 8, 2021 @ 10:09AM
Date of Termination Submission
Date of Administrative Approval Monday, March 8, 2021 @ 10:19AM
Administrative Approval by Isyrodriguez