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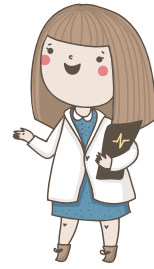


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# NIMA MORIDI

## Through the Years: Finding His Calling

▶▶ star on the rise

By Zach Cohen

At just 6 years old, Nima Moridi began to be shaped by the lessons that his father, Al, taught him. Coming from, as Nima says, “an immigrant mentality,” meant that Nima had to earn the things he desired.

During these early years, Nima also watched his father build one of the Bay Area’s prime real estate businesses. “My father got into his business in ‘88, and I was born in ‘85,” Nima recalls. “I’ve been around the business my whole life.”

“My father encouraged hard work,” Nima continues. “He was new to this country and thought I should work for everything I get. If I wanted an N64 game, he would make me work for it.”

Nima would go the real estate office and help his father with small, mundane tasks – the type of tasks that were appropriate for a 6-year-old – labeling postcards, printing forms, folding letters. When Nima completed the work, his father would “pay” him.

“And that’s how I started in real estate,” Nima laughs.

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#### **Dreaming Big**

“I always thought I would do something different than real estate, though,” Nima remembers.

In second grade, Nima got glasses. He recalls being disappointed, but with bad eyesight, the glasses were also a welcome addition to his life. It sparked an interest in genetics and a desire to pursue medicine as a career.

Nima held this vision through college, and when he graduated from the University of California, Berkeley, with a degree in molecular cell biology/immunology, he enrolled in medical school.

Throughout the years, however, Nima retained a close relationship with real estate. During high school, he obtained his real estate license.

“I always thought I would do real estate part time, and it wouldn’t hurt to get my license,” Nima explains. “In college, I would hold my father’s open houses on the weekends. I would try to get some clients and business.”

Nima found success working in real estate part time, and when his dreams to enter the medical field began to fade, real estate took center stage.

“I went to med school for a little while but dropped out after a year. And I had this real estate license. I wanted to figure out what I wanted to do in my life. Here in the Bay Area, tech was my first option. I tried to leverage my experience into a tech job,” Nima recalls.

For a few years, Nima worked in tech sales. Ultimately, however, it wasn’t his cup of tea. The corporate lifestyle simply didn’t suit him.

Eventually, Nima turned inward and recognized that the time was ripe to dive into real estate full time. In 2014, he returned to the business that has always been at the center of his world.

#### **Learning to Love the Business**

“I work a lot more now than I used to, but I also enjoy what I do now a lot more,” Nima says. “The whole idea of being an entrepreneur is a great concept. The concept of having your own business, the marketing, the coaching – it makes working life so much better for me.”

Since engaging in real estate full time, Nima has grown to enjoy the business more and more.

“After trying a few different things, it made me appreciate this more. This is me. I’m self-motivated. It’s easy for me to get up and get to the office and have a productive day. I’m all about routines,” Nima reflects. “Being around the people I am around is also a huge factor. I love to connect with people. I meet so many people from so many walks of life.”

Nima’s years in tech sales have also given him a unique advantage. He is able to engage with the (many) people of the Bay Area that work in the technology sector.

“I feel like I understand how to build rapport with those types of people,” Nima says.

#### **Thriving on Repetitive Boredom**

Accountability. Discipline. These qualities that Nima’s father instilled in him early in life are traits that he continues to carry through his life today. In business, accountability and discipline are the keys to success.

“I focus on what Al calls repetitious boredom,” Nima says. “It’s not rocket science in this business. It’s getting up and doing the same things. Making the calls. Getting out into the neighborhoods.

“So, if you don’t have the passion, it’s pretty hard to be motivated to do those things. If you have the passion, it’s sticking to those same things and doing it every single day.”

Nima is keenly aware of how doing the same, simple tasks, day after day, month after month, and year after year can compound. Success adds up over time, eventually culminating in a sustainable and thriving business.

“Day after day, I get on the phone and call my leads and just try to connect with them,” Nima explains. “But that’s just one aspect of the business. There is accounting, marketing, payroll, compliance, etc. You’re always working on the business. The wheels are always moving.”

#### **Mastering His Energy**

Nima values balance in his life. He’s married and has a wealth of passions outside the business. Those passions keep him going when the business gets rough or things slow down.

Growing up, Nima was engaged in Taekwondo and grew to love the sport. By the time he got to high school, however, he had given up Taekwondo in favor of “normal” sports like soccer and football.

“I stopped for a long time,” Nima explains. “I gained a bunch of weight, though. I was 240 pounds.”

Nima admits that he was living an unhealthy lifestyle.

“I thought, ‘How can I change my life?’ So, I got into boxing. I knew it could help me live a better life. I enrolled in an old-school boxing gym and got the sh\*t kicked out of me. I kept showing up. I would get dropped on the canvas, but I kept showing up.”

As the months went on, Nima’s skills and confidence began to grow. Eventually, he became one of the top boxers at his gym and moved on to mixed martial arts. He lost 50 pounds and rebuilt healthy habits.

“I just kept showing up. That’s a metaphor for my business. I just keep showing up,” Nima smiles. “What makes you keep going forward in the face of challenge? It’s that thing that always interests me.”

▶▶ through the generations  
By Zach Cohen

# enzo costantini

## the future is bright

“I started in real estate at about 13 or 14 years old,” Enzo Costantini begins with a laugh.

As a middle-schooler, Enzo began holding open houses with his mother, Vicky. While the pay wasn't exactly great (Enzo says his mom would give him \$50 every once in a while, which felt like a fortune at the time), Enzo gained experience that would serve him for a lifetime.

“My mom's career started out strong,” Enzo continues. “She quickly found herself needing help on the weekends. You can't hold two open houses at once. She was in a pinch one day, she gave me a rundown, a sheet with questions people ask, and said, ‘Dress nicely, use your manners, and go for it.’”

### Learning the Ropes

After years of riding around with his mom in their Suburban, listening to her negotiating deals and chatting with clients, Enzo discovered that holding open houses came naturally. He shared her ability to talk, listen, and understand what the potential buyer was looking for.

“I remember being nervous during the first one, but once people started asking me questions, I knew the answers. After the first open house, it got to be exciting. I had grown up watching houses be built, sold, and bought. I knew more than most looking back.”

Enzo wasn't your typical middle-schooler. He would skip parties and play dates to help prep listings and hold open houses. By the time he turned 15, he had thought real estate was what he wanted to do for a career. But as Enzo entered high school, his mindset began to shift.

“When I was an older teenager, I started realizing that my mom had to deal with so many different types of people, situations, and problems. I thought, ‘No, this goes way beyond the transaction.’ 2008 to 2013 was a time in real estate not soon to be forgotten, and there I was listening in bewilderment. I then understood that houses are not just structures to be transacted. They are families, a product of a lifetime of work, and security. I wasn't sure that this was what I wanted to do.”

Enzo had a love for building construction and started working part time as a carpenter/laborer in high school.

“I admired the contractors building beautiful homes and driving their big trucks. From afar, it appeared they were the boss, and the carpenters did what they said. Given time in any industry, it becomes apparent that there is almost always a client, and that they are not always happy or satisfied with the finished product.”

“I realized it was inevitable; I was going to have to deal with difficult situations no matter what road I chose,” Enzo quips.

Enzo had enough construction experience to hold his own with homeowners and more real estate experience than any teenager. At the age of 18, he decided to take real estate classes, and by his junior year in college, he was licensed.

### Beginning His Career: Seeking Balance

Early on, Enzo struggled to balance his real estate workload with a full course load at school and his hopes of a normal social life.

“My first four years were rough because I was in college, doing it part time. I was spread so thin between class, homework, personal life, and real estate. I always tried to make school my first priority, and there were times I felt I was missing out on any type of social life.”

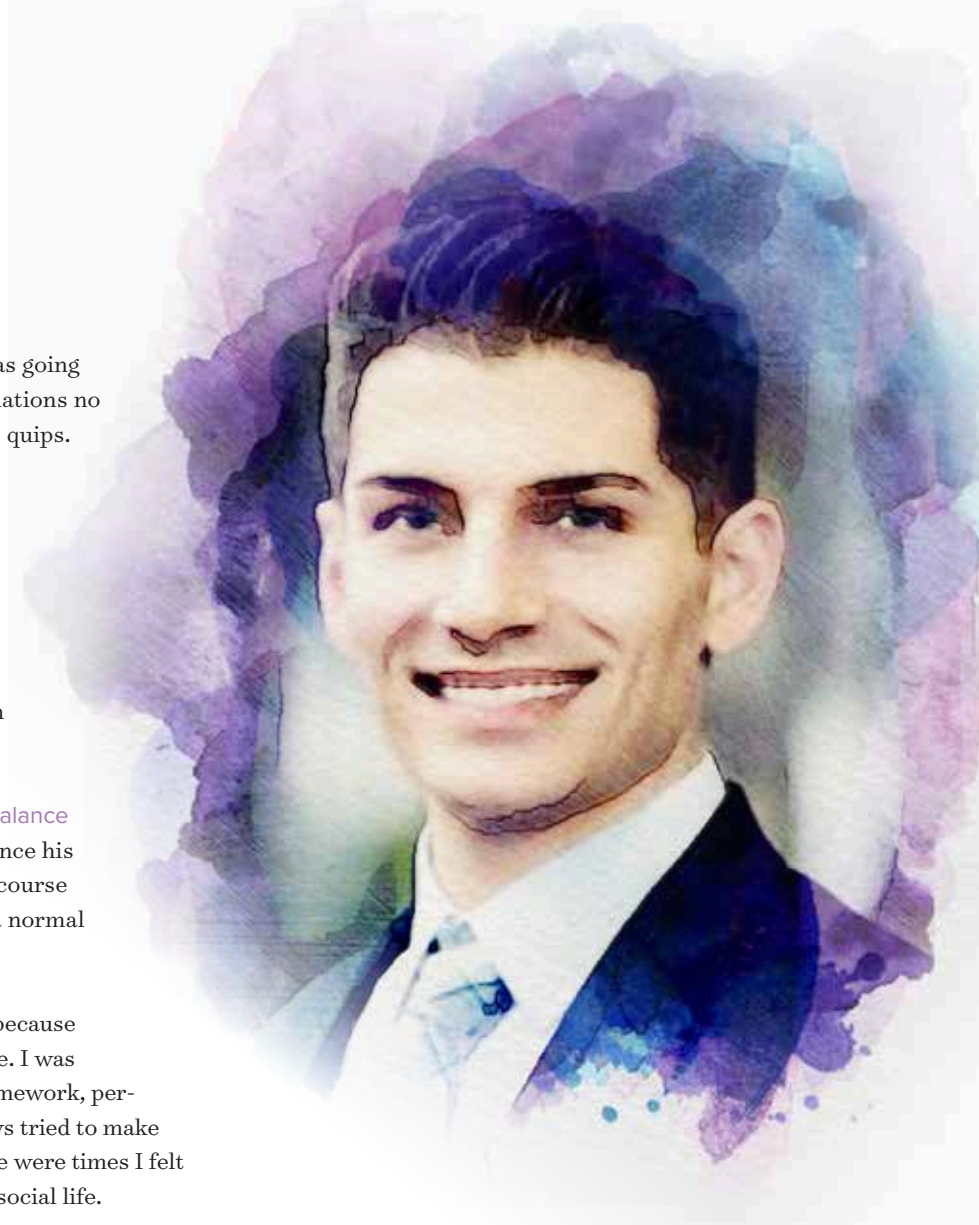
“It was difficult,” Enzo continues. “I would get done with a really long week of homework, then have to work on the weekend. I never had a ton of time to do what everyone else in college was doing.”

Still, Enzo found he had a passion for real estate. After college, he launched a career on the commercial side of the business. He gained tremendous experience, but after two years, he realized that his skills were better suited for residential sales. He decided to partner with his mother, Vicky.

“The thing that kept me going was all the people that I got to meet,” Enzo explains. “I wanted to be more involved with clients directly.”

### The Future is Bright

Still only in his mid-20s, Enzo has over a decade of experience in and around the real estate business under his belt. His future in the industry is bright.



“What I envision for myself and my mother is being able to help grow our business together. I have friends at my age, and they are saving up for homes. I'll be happy to give them a hand to start their real estate journey. I don't ever want to be comfortable. I want to reinvent myself and reinvent the team, constantly having my hands in something new and fresh.”



### FUN FACT:

Outside of real estate, I am the youngest member of the Mounted Patrol of San Mateo County, located in Woodside. I ride daily on horseback and have a horse named Bandit up there. I often ride with my siblings or friends through the trails. My office is close by, so after work, off I go. I truly enjoy introducing friends to the horning community so that it continues to grow.





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# DENNIS LOEWEN

GETTING BUSY  
LIVING LIFE



## ► celebrating leaders

By Nick Ingrisani

### THE IMPORTANCE OF HARD WORK

Dennis Loewen grew up in rural Alberta, Canada, where the nearest town was 20 minutes away and had just 600 people. Each winter, his father would gather a giant pile of wood, give him an ax, and have Dennis chop it all into firewood in temperatures nearing 30 degrees below 0. A toughness developed from these formative experiences that translated into the work ethic that Dennis carries with him today.

Dennis entered the workforce with a degree in marketing from The University of Lethbridge and jumped straight into a corporate IT sales job five days after graduation. Perched in a giant room full of sales reps, he was making 80-100 calls per day. After several years, Dennis realized that talking about IT training and technology all day wasn't what he wanted to be doing with his life. He convinced his boss to open up a satellite office in Vancouver so he could simultaneously go back to school to pursue an accelerated MBA at Simon Fraser University. The shift quickly thrust Dennis into a hectic couple of years.

"I'd work a full day, come home and have a nap for an hour or two, then study into the late night."

Then, in 2008, he moved to the U.S. with his girlfriend at the time and bought a house. However, Dennis had a terrible experience with his agent and was convinced that he could do a much better job. Even while working a new job in IT security consulting, he kept circling back to the thought of getting into real estate.

"I thought, 'If I could apply all the things I learned in corporate sales, I should be able to kill it in real estate.'"

Eventually, he reached the tipping point and decided to dive in. Thanks to his graduate degree, he was able to get his real estate and broker licenses at the same time. After a period of interviewing, Dennis decided to join the Sereno Group amidst a team of real estate veterans. There was no

formalized training within Sereno, so Dennis was pretty much on his own, but the position also gave him the opportunity to shadow different agents at the brokerage and absorb everything he could from their experience and approach.

Then, in Dennis's second year as an agent, he decided to take on a personal venture that would change the course of his life.

### A LIFE-DEFINING JOURNEY

*Ride the Divide* is a documentary on Netflix that follows a renowned mountain bike race that runs from Canada to Mexico. The Tour Divide is a 2,800-mile, self-supported mountain bike race. By route's end, a thru-rider will climb nearly 200,000 feet of elevation (equivalent to summiting Mount Everest from sea-level seven times).

Dennis had always been into cycling, but never to a level like this. Nonetheless, the documentary allured and inspired him to get on his bike and complete the race himself. He started an intense training regimen of 20 hours per week over a period of six months – on top of his blossoming real estate career.

"Nothing is as physically or mentally challenging as that ride. You get completely broken down during the ride and you come back a stronger person. Something shifted in me during the race. It was the launchpad for all of my success from there."

When he returned from the race, he experienced a complete reboot of his life. His relationship ended, he sold his house, and reset himself to ramp up his real estate career. But he didn't abandon the race as a one-off event. He's now completed it three times – all while working full time and raising two kids with his wife.

### THE BEGINNINGS OF METIS

In researching a new path for his career, Dennis stumbled across a new company called METIS Real Estate. It's a strange coincidence because Dennis's wife is a descendant of the Metis people of Canada, a polyethnic indigenous group native to the North Americas. To Dennis, it felt like the opportunity was meant to be.

At the time, the company was run by Wallace Chane and his high-school friend, but the partnership wasn't the best fit. Wallace ended up buying out his original partner while he and Dennis continued to talk about METIS and a new potential partnership between them.

...

“I always knew I wanted to have my own brokerage and do something different than just walking the standard path. So, my wife and I got married, and a month later I made the leap and decided to join METIS as a co-founder. When I announced it on social media, my wife’s family thought it was such an honor that I named the company after their people [laughs].”

In their first year together, Dennis and Wallace did 12 transactions, and they’ve managed to double that number every year since. The second year is where the company really started to gain traction. They hired a handful of real estate agents, moved into an office space, and started ramping up their output.

Throughout their rapid growth, they’re committed to maintaining a team that aligns well with their values and mission. Now they’ll have multiple sit-down talks with people, run personality tests, and do everything they can to ensure that new hires will be a great fit. They tend to hire people in their

late 20s to early 30s, when they’re more certain about what they want out of their careers. People who come to METIS with a few years of experience under their belt have the opportunity to really take off and grow their careers into something truly meaningful. Dennis now holds a vital mentorship role at the company and feels incredibly fulfilled by the process.

“One of my favorite things to tell agents is to ‘get really busy living your life.’ The more things you do, and the more passion you have in the things you do, the more success you’re going to have. And it’s so rewarding helping younger agents succeed. That’s such an honor.”

**MANAGING WORK AND FAMILY LIFE**

Dennis is a very dedicated father and puts a lot of his energy into his children. But that doesn’t mean that his career ever slowed down because of it. When it comes to managing his time effectively, Dennis recalls the quote, “You’re never too busy, you’re just really bad at prioritizing time.”

As METIS continued to grow, Dennis learned to get better at letting things go so he can prioritize what’s really important for the business. Part of that process is automating everything that he can to free up the space to focus on what matters.

“Instead of everything being in your head all the time, it’s somewhere else.”

Dennis also developed the skill to seamlessly transition back and forth between work life and family life. That means taking advantage of any free moment to jump back into the business – even if he’s on a trip with his family.

“I can’t be fully offline. Sometimes I can, but sometimes I need to keep going on. And that gives us the opportunity to take more vacations and spend more time with the family. I’m in and out of the business so much that I’ve gotten really efficient at figuring out how to embed both sides into my life.”

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“

Experience, results, and trust: That's our motto and our goal," Perry Mistry begins. "We bring experience and real estate knowledge to the table. We earn our clients' trust. And we produce results that they are expecting and we are expecting."

Over two decades ago, Ruth Mistry made the leap from a career in the medical field to real estate sales. After giving birth to her second child, she sought a career with greater flexibility. In real estate, she found a perfect match.

For five years, Ruth steadily built up her real estate business while her husband, Perry, helped her behind the scenes. In the meantime, Perry continued to work full time as a Director of Marketing in the technology sector.

"Perry helped a lot with marketing because it was his background," Ruth recalls. "Even though he wasn't licensed, he was still very active in marketing and behind the scenes. It was very beneficial."

After five years, however, Perry made the decision to join his wife in the business full time.

"I used to travel quite a lot through my tech career, meeting with clients abroad, and it was a bit too much. The goal was to get out of tech and do something more simple," Perry reflects. "I was lucky enough to join Ruth when she had five years of experience. It all worked out for us."

Looking back, Perry sees the transition as "straightforward." He's grateful for the five-year staggering, which allowed Ruth to build her business while Perry continued to bring home a steady income.

"We never skipped a beat," Perry says.

Perry had long had a desire to work for himself. In real estate, he's brought that dream to fruition.

"Part of the beautiful thing in real estate is it's your business. You can succeed, or you don't," he says.

#### STANDING BY THEIR DIFFERENCES

As partners in business, Ruth and Perry have taken an alternative approach; they each manage their own book of business.

"We have our own clients," Perry explains. "We meet with clients, and we can cover for each other, but the clients I meet at the open house relate with me, not with Ruth, and vice

versa. So from a challenging point, we are partners working together, but we run our own businesses. Technically we run our own P&Ls and then file taxes jointly."

"We have separate identities," Ruth adds.

Perry an analytical type, while Ruth is relational. "He works great with engineers and so on," Ruth continues. "I'm more of a relationship person. I think that we have a nice combination. People know we're looking out for them, and we can help many different types of people."

Where Ruth and Perry meet is in their values. They both value educating their clients over selling them on a home. They both value trust.

Another advantage the couple has is that they understand the high demands of the real estate business. This allows them to be more forgiving in their personal lives.

"We understand how demanding a successful real estate business is. You are working at the time when people are generally off work – evenings and weekends. So, being in the business, when you are out and a spouse takes a phone call, you understand. If you don't take a call, you don't sell, and you don't make a living. That's a big advantage," Ruth says. "And it's great to be able to shoot things off each other. We think differently."

#### INTO THE FUTURE

With considerable uncertainty in the real estate market here in 2021, Ruth and Perry encourage each of us to keep moving forward with business as usual. They've seen the market dip before, and they know what it takes to get through it.

"My opinion is you just keep moving like its a normal market. You have to keep moving forward because you have to stay top of mind. The schedule stays the same as much as we can," Ruth says.

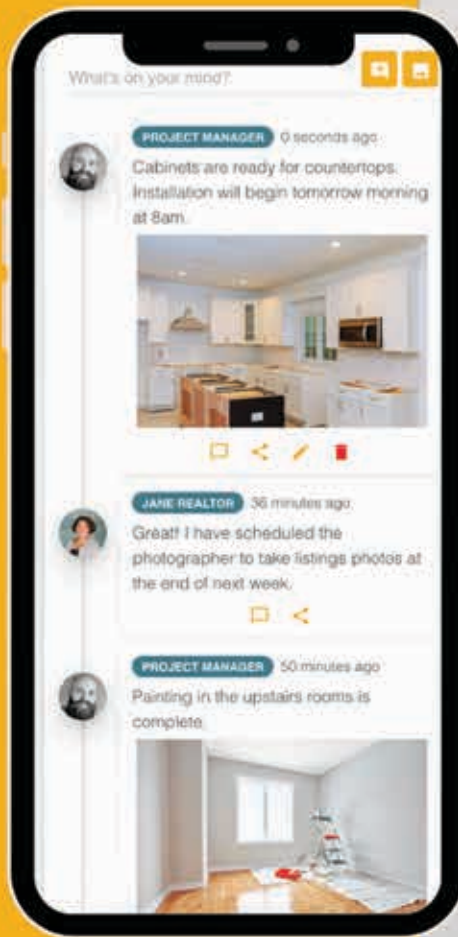
As consistent top 10% performers at Coldwell Banker, Ruth and Perry have the longevity to prove their strategy.

"You have to be in front of your clients," Perry adds. "You have to stay up on marketing. This is not a time to cut back on marketing. If the market gets soft, we have clients that are very strong investors looking for bargains. There is always a seller or a buyer irrespective of what the market is doing."

We understand how demanding a successful real estate business is. You are working at the time when people are generally off work – evenings and weekends. So, being in the business, when you are out and a spouse takes a phone call, you understand. If you don't take a call, you don't sell, and you don't make a living. That's a big advantage

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