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"Kevin is an extraordinarily sharp and spirited leader. Over the years, he has built a fantastic team and earned a loyal following among his business partners. He has a dynamic personality, a methodical approach, and a passion for succeeding rivaled by few people in our industry. It's an honor to welcome Kevin into the NFM Family."

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Parisa *houshanghi*

» cover story

INDIVIDUAL IMPACT

By Dave Danielson | Photos by Bodie Kuljian

Your experience and expertise combine to create results over and over through time. It can almost become second nature for you.

But think about the awesome effect you have on each individual client and family you help. For them, you are the piece that makes everything else work in their favor.

Parisa Houshanghi is someone who is a prime example of that power as well. As a REALTOR® with Keller Williams Laguna, Parisa makes an undeniable individual Impact.

“I love providing higher-quality customer service to my clients. One thing that bothered me when I came into the business was the lack of respect for agents. That bothered me. I don’t look at it that way and I don’t think my clients do either,” Parisa emphasizes.

“I really care for each of my clients. I am absolutely passionate about making an impact for my clients and for my colleagues. I want the other side of the transaction to be as happy with the outcome as my clients are.”





Ryan, Parisa, Kevin, and Niki Houshang. (Photo by Navid Sohellian, Navid Studio Photography)



I love providing
higher-quality
customer service to my clients.

Finding a New Home, Family, and Opportunity

Parisa earned her real estate license in 2001, but her story started as a girl growing up in Tehran, Iran. There, she earned her degree in nutrition with a view to going into medical care.

As she came of age, she fell in love, got married, and moved with her husband, Kevin, to the United States when she was 26.

“Since then, I have been blessed by this country and all the opportunities it has provided to me and my family, both business-wise and emotionally,” Parisa says. “Everything here is opposite of what I had experienced in Iran. When I immigrated here, it was the best decision of my life.”

As she and Kevin put down roots in America, she thought about her next steps professionally.

“We moved a lot with my husband’s job. I was thinking of a business where I could manage my time and spend quality time with my daughter. That’s when I was introduced to real estate. I thought it would be easy to manage my time,” she says.

“That was the story that put me on this path. But now, it is another story. It’s not that easy and I’m working more hours. But the fact that I have control over my time means a lot. I’m very grateful for that flexibility of time.”



...

Gaining Ground

As she started life as a Realtor, Parisa faced the challenge of being in a new place without a sphere of influence to support her as she built her business. Yet, her positive energy was undeniable.

Over time, she continued to steadily grow her productivity each year by 20 percent. In 2021, Parisa recorded an astounding total of \$28 million in sales volume based on 34 units.

Family Foundation

Away from work, Parisa's world is made richer by her family. She and Kevin have two children — 23-year-old daughter Niki, who finished her degree in biology at UC Irvine and is preparing for nursing school; and 17-year-old son Ryan, who will be graduating this spring from high school with very good grades.

In her free time, Parisa has a passion for books.

"I am an avid reader. Audible was the best invention of all time," she says. "It helps me get through more books each year."

Parisa also has a heart for helping. One of her favorite organizations to support is Laura's House, a group that helps women and children rebuild their lives in the wake of abuse.

Giving Back

As she thinks about her career, Parisa offers advice for others who are looking to take their next step forward in real estate.

"A big key is treating it as a business. Look at building your foundation and look at it as a business where, every day, you are able to say that you would hire yourself," Parisa says.

"Also, it's very important to keep taking a lot of educational classes. This business isn't something you can learn overnight or by experience. Learn how to manage it and market yourself while you're helping your clients. Every year, I set aside a few weeks to attend Keller Williams classes."

Going the Distance

When you talk with Parisa, it's easy to see the true, caring spirit she dedicates to making her clients' dreams come true.

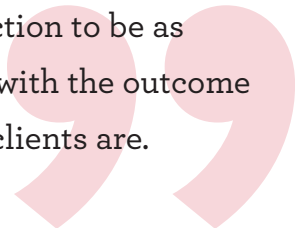
"I treat my clients like my family members. I'm honored that they trust me and put the biggest investment of their lives in my hands. I want them to have the feeling that they got the right home or were able to sell for the highest price because I cared for them," Parisa says. "If you do it from your heart, your business will grow. I have been very blessed with great clients."

One of the things that drew Parisa to Keller Williams, to begin with, was the firm's focus and prioritization of God, family, and business, in that order.

"It fits the model of my business. I take care of the spiritual side of my life. I'm a big fan of meditation and doing good for other people," Parisa smiles. "I do all of these to build a legacy for my kids and take care of my family."



I really care for each of my clients. I am absolutely passionate about making an impact for my clients and for my colleagues. I want the other side of the transaction to be as happy with the outcome as my clients are.



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COASTAL INSPECTION SERVICES

▶▶ partner spotlight

By Dave Danielson | Photos by Bodie Kuljian

MAKING A DIFFERENCE

When you think about all of the details you keep track of, the listings you have, and the buyers you support, it's really about fulfilling the underlying purpose of caring for your clients.

It's great to have a partner on your side that feels the same way you do — one like Coastal Inspection Services, a rapidly rising power in the home inspection business that centers its work on making a difference for people.

Jeff and Tracie Kirkpatrick are the owners of Coastal Inspection Services.

Long-Term Experience and Expertise

As Jeff recalls, the roots of the business can be traced back about 21 years ago.

“At the time, I was a general contractor, and I was looking for something different. I had looked for something at the time that I could do by myself, and that was close to home,” Jeff remembers.

“But things really took off, and now we're building to where we have 11 employees and we're doing more than just home inspections. Where once I wanted to work alone, now I lead a team of seven home inspectors, and we do inspections all over Southern California.”

Tracie emphasizes their mission: “We want to make an impact on everyone we come into contact with. That translates into both our personal and professional lives. We want to make an impact (big or small) on our team, as well as on our partners in business and our clients.”

Trusted Resource

As Jeff says, it all comes down to a matter of trust.

“Our whole business is based on personal relationships with our clients and our referral partners. We get most of our business from REALTORS® who refer clients to us,” he says. “We want to build a strong, trusting relationship with both sets of people. That trust is very important to our very core and the whole way we do business.”



...

“

Time is of the essence in a real estate transaction. We want to make our REALTOR® partners look good by saving everyone time and providing great, immediate service.”

...

Streamlined Service

Those who have had the chance to work with Coastal Inspection Services appreciate the ease of the process.

“After they call us, text us, or visit the website, we respond immediately to get things rolling,” Tracie says. “Time is of the essence in a real estate transaction. We want to make our REALTOR® partners look good by saving everyone time and providing great, immediate service.”

Fulfilling Life

Away from work, Jeff and Tracie look forward to family time, and especially time spent with their adult children and their two 90-pound (lap-dog) golden retrievers.

In their free time, they enjoy traveling, with some favorites including Greece, Tahiti, and, most recently, Spain and Portugal. Jeff has a passion for photography, especially capturing images of nature.

They also enjoy wine tasting and visiting locations that combine a wine experience — places like France, Italy, and Central and Northern California.

Expanding Their Impact

As Jeff and Tracie look to the future, they have their sights set on delivering their brand of impact and service to more people.

“Our vision has morphed in the recent past into being the most recognizable name in



Jeff and Tracie Kirkpatrick own Coastal Inspection Services.





the real estate services industry throughout Southern California,” Jeff says.

“Part of our vision is also including additional services. We want to be the go-to company for anything real estate-related, in terms of pest treatment, pool inspections, sewer inspections, and other services,” Tracie says. “We want to be the one-stop shop for any service.”

Each day, they keep moving forward to fulfill the needs of those they serve.

“We want our clients to be more knowledgeable about the house they are buying,” Tracie says. “Ultimately, our hope is that we’ve answered all the questions they have completely and clearly, and they are left with the confidence to move into their dream home.”

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HOW BUILDING TRUST LED TO \$1 BILLION

IN NEW LISTINGS AND REFERRALS



By Joshua Lee Henry

John Gualtieri is a billion-dollar agent. He's done over 3,000 transactions in his career. And had 10 years in a row where he did between \$1 million and \$1.5 million in net commissions.

After his first year in the business, John became the top agent in Pennsylvania. He then went on to form his first real estate team, which quickly became the **number-1 team** in the **number-1 office** with the **number-1 franchise** in Pennsylvania and Delaware.

John was leading one of the largest and most successful real estate teams in North America when he began coaching agents outside of his franchise office.

But to be honest...

There's nothing John did that you can't also do.

In fact, John says one of the main factors for his success was his ability to quickly build trust with new prospects and clients and then reaffirm that trust by doing what he said he would — **sell their home quickly and at top dollar.**

As simple and “touchy-feely” as it sounds, John **made trust his competitive advantage.**

Trust Beats Tech

Trust is key in any relationship. Having a trusted real estate expert by your side to guide you in the process can save you hundreds — if not thousands — of dollars.

That's **why I believe so much in the value you provide.** As a trusted, real estate professional:

1. You help young couples find their first home.
2. You sell the homes of loved ones after they pass.
3. You educate homeowners on the value of their property.
4. You help people relocate and move into the house of their dreams.

...And you do so much more to ensure your clients' well-being, interests, and needs are met.

It might sound cliché, but it's true: people do business with those they know, like, and trust. In an age when technology is commoditizing parts of the real estate industry, **it's your human touch and expert advice that makes you immune to AI.**

Mobile apps work fine for ordering a rideshare. But can you imagine asking Siri what kind of IRA rollover is the best

option for your 401(k)? Or think about trying to perform a “DIY” root canal just because you watched someone do it on YouTube? You would never do that. These silly examples illustrate how technology-dependent our culture has become.

But the buying or selling of a home is the most important financial decision many people make. So instead of trying to do it alone with an FSBO, **consumers need to trust their home-selling process to you** — a licensed professional.

Sure, there is some value for the consumer in using Realtor.com or Zillow. But those online platforms can't take the place of a personal conversation with you or **the professional advice you give as an expert.**

Your Trust Edge for Generating Leads and Winning Listings

David Horsager is the world's foremost expert on trust. He's been a consultant to many Fortune 100 companies, like Verizon and FedEx. And he's been a speaker for the New York Yankees and the U.S. Congress. His work has been featured in Fast Company, Forbes, and *The Washington Post*. And his book, *The Trust Edge*, is a *Wall Street Journal* bestseller.

David is also a friend and former client of mine. In his book, David has condensed years of his executive research. He summarizes his findings into what he calls “The Eight Pillars of Trust.”

These eight pillars are applicable for individual agents, teams, and brokerages. They will give you **a framework for establishing rapport with prospects.** This will help you generate more leads and win more listings, faster.

The Eight Pillars of Trust:

1. **Clarity** — People trust the clear and mistrust the ambiguous. Clarity unifies, motivates, and increases morale. It inspires trust.
2. **Compassion** — People put faith in those who care beyond themselves. Think beyond yourself and put people before things to improve relationships.
3. **Character** — People notice those who do what is right over what is easy. Building integrity takes work but gives the biggest reward. Always ask yourself, “Is this the right thing?”
4. **Competency** — People have confidence in those who stay fresh, relevant, and capable. Stretch your mind with new ideas, fresh thoughts, and different perspectives. Find a circle of professionals with whom you can grow.
5. **Commitment** — People believe in those who stand through adversity. When you are truly committed, you

will go out of your way to help others.

6. **Connection** — People want to follow, buy from, and be around friends. Engage your team and collaborate. Ask questions and be sure to listen to the answers.
7. **Contribution** — People immediately respond to results. Give your attention, resources, and time to benefit others.
8. **Consistency** — People love to see the little things done consistently. The track record of trust is built over time. Deliver the same quality of results every time, and you will maintain trust.

Trust vs. Transaction

Real estate has been described as a numbers game. While that may be encouraging to some, I want to challenge you to slow down and think deeper about how you do prospecting.

Instead of cycling through listing appointments, waiting for the “yes” to come, consider applying one or two of the Eight Pillars of Trust. **You'll get a higher-quality lead because of it.**

As you prepare to meet with a new prospect, ask yourself:

1. Where can you be clearer in your communication so you build trust faster?
2. What can you do to create more trust and connection with past clients?
3. How can trust help you generate more repeat and referral business?
4. What can you do to prove your competency and win the listing?

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Joshua Lee Henry is a published author, entrepreneur, marketing consultant, brand strategist, and direct-response copywriter. He is the founder and CEO of Activate Advertising Agency LLC.



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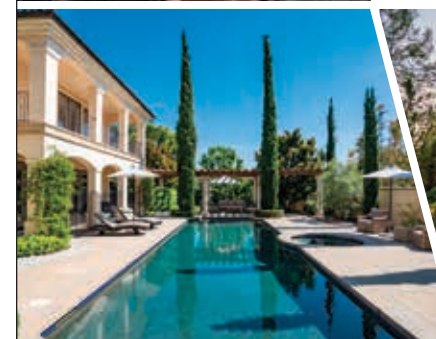
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BODIE

KULJIAN

MILK MEDIA

►► partner spotlight

By Dave Danielson

POURING INTO PEOPLE AND BRANDS

Each of us has an important, engaging story to tell. When yours is told effectively, good things happen. That's where Milk Media comes into the picture.

Partners in Life and Business

Milk Media is owned by Bodie and Royale Kuljian — partners in life and business who dedicate themselves to pouring into people and brands ... including yours.

As creative director, Bodie says that he and Royale feel deep satisfaction through their work on behalf of their clients. "It's a great feeling being able to create something new every day," he explains.

"It's about meeting people, talking with them to understand what they have in mind, and then bringing that vision to life ... to educate and elevate them as they share their stories and promote their businesses."

Full-Service Results

Milk Media is a full-service media company, working with commercial branding and storytelling for businesses and individuals, including individual property videos, as well as a wide range of advertising services. And they deliver it all with a focus on higher production values.

"Digital and content are king. What we offer is a product but also a

partnership. We have a fun and casual approach in our creative environment," Bodie says.

"We want their vision to come to life in a way they are really proud of. We come in alongside them and really bring that excellence level."

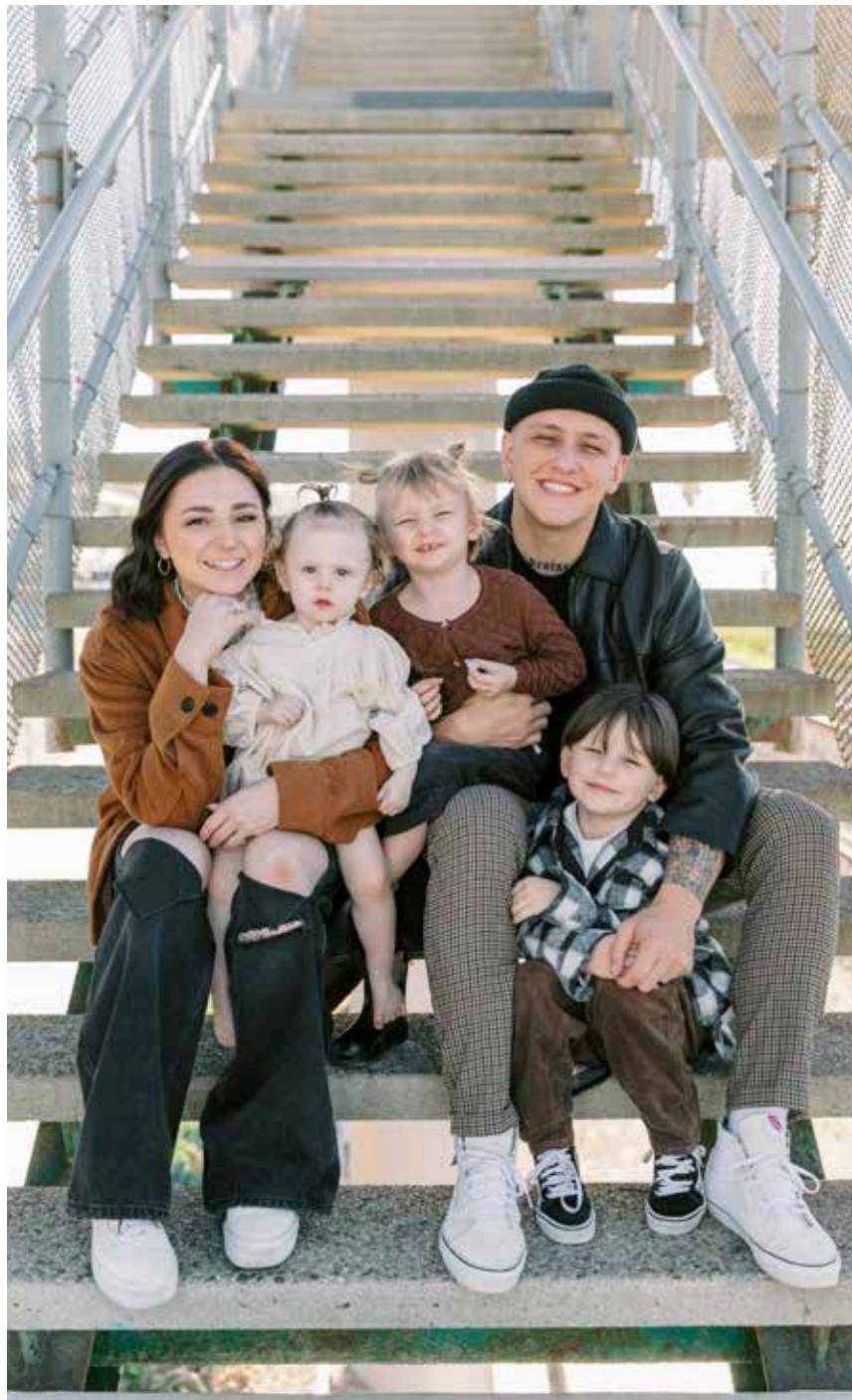
Pure Partnership

As Bodie and Royale think about what they do, one of their favorite parts is teaming up with their REALTOR® partners to help them reach new levels of success in the industry.

"We take a lot of pride in giving our best to help our partners with their content — to help them establish their brand and listings," Bodie says.



...



Bodie and Royale Kuljian own Milk Media. (Photo by Rachel Jane Photo)

"We always want to do our best to help them step up the level of their content so they can be even more competitive."

Fulfilling Life

Away from work, Bodie and Royale cherish time with their three children. In addition, Bodie works as an adjunct professor at a local college.

Plus, he and his family are very involved with their faith at Oceans Church in Irvine, where Bodie gets involved with music and production efforts.

Real Relationships

Those who have the opportunity to know and work with Milk Media feel

a friendship and a relationship that go further than the transaction. "We really see it as a true partnership. There's value in us partnering with you. That's what we consider the most important thing," Bodie emphasizes.

"We hope that people who work with us know that we have a real desire for a relationship with them to fully understand their goals. We really prioritize the relationships with people and helping people feel confident."

When you're looking for a partner to help you take the next steps forward in your business with your brand, and one that pours into everything you have envisioned, look to Milk Media.

For more information on Milk Media call 805-704-8781 or visit them online at www.milkmedia.me.



Photo by Rachel Jane Photo

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FEBRUARY IS FOR HEALTHY HEARTS!

February is **American Heart Month**. According to the American Heart Association, heart disease is a leading cause of death for both men and women in the United States, responsible for more than one in four deaths annually. While this statistic is dire, heart disease can be prevented – and even reversed – with healthy choices regarding diet, exercise, and maintaining health conditions. Doctors' time-tested advice of controlling blood pressure and cholesterol still holds true; however, these less conventional techniques can be used cooperatively to help make hearts healthier and stronger.

Get Enough Sleep. Getting enough good-quality sleep has innumerable benefits, from aiding in weight loss to improving memory. Studies have shown a marked increase in heart disease in those who sleep less than six hours per night, as sleeping too little can disrupt underlying health conditions and biological processes. Experts say seven to nine hours of sleep is ideal for heart health. And, consistency is key; maintaining a reliable sleep schedule regulates the body's internal clock and can help you fall asleep and wake more easily.

Drink Some Java. The probable benefits of regular coffee consumption are pretty compelling. For example, caffeine, especially derived by drinking filtered, black coffee, boosts energy levels, which can help sharpen mental acuity and enhance mood, and lowers inflammation levels, which are a precursor to many concerning health conditions. Interestingly, habitual coffee drinking has been linked to lower levels of cardiovascular disease, particularly in women.

Floss. This seemingly inconsequential chore our parents and dentists nag over can play a surprising role in heart health. Beyond just improving smiles, flossing daily reduces inflammation and improves gum health, which, in turn, prevents the introduction of harmful bacteria into the bloodstream. Healthy gums are directly correlated to a slower progression of plaque buildup on artery walls.

Don't Forget to Laugh. As the old saying goes, "Laughter is the best medicine." Laughter has many emotional and physical benefits, including reducing stress, easing pain and depression symptoms, and boosting our immune system. It also has been shown to expand blood vessels by more than 20 percent, allowing for markedly better circulation and blood flow in the heart.

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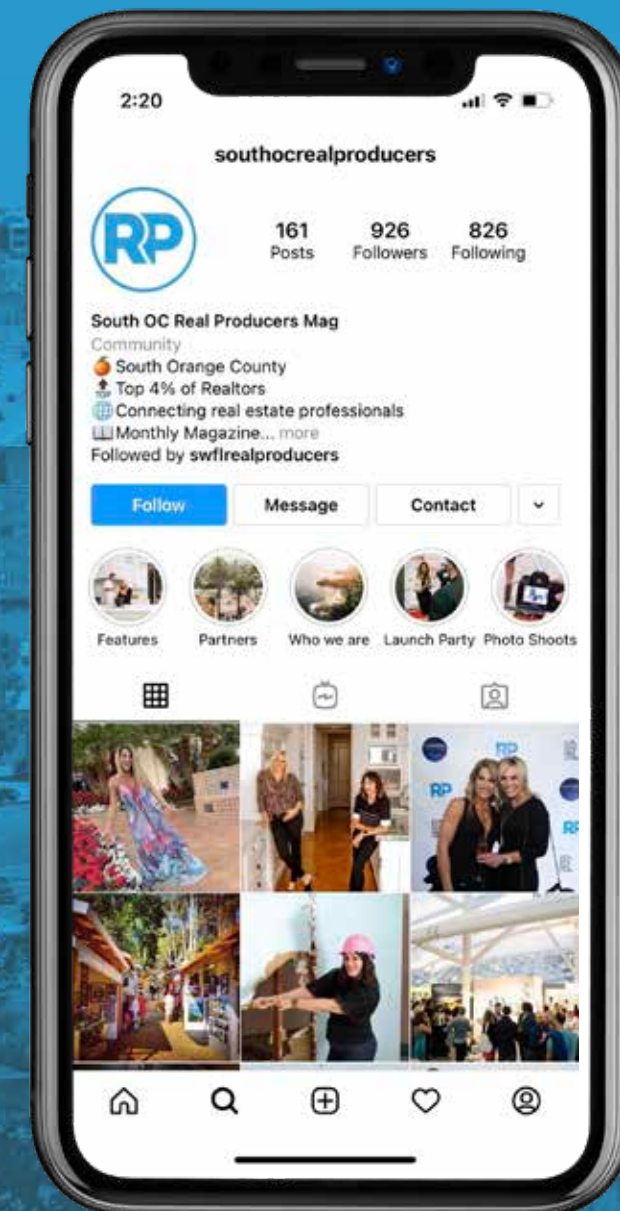
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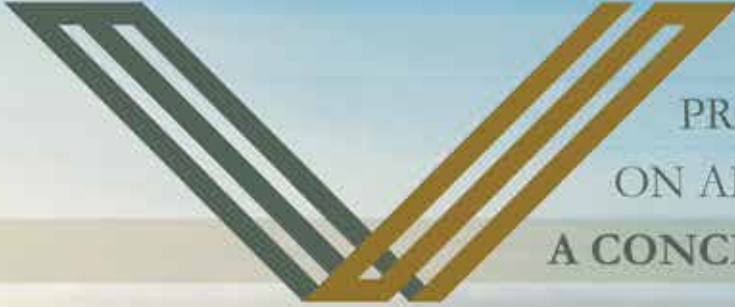
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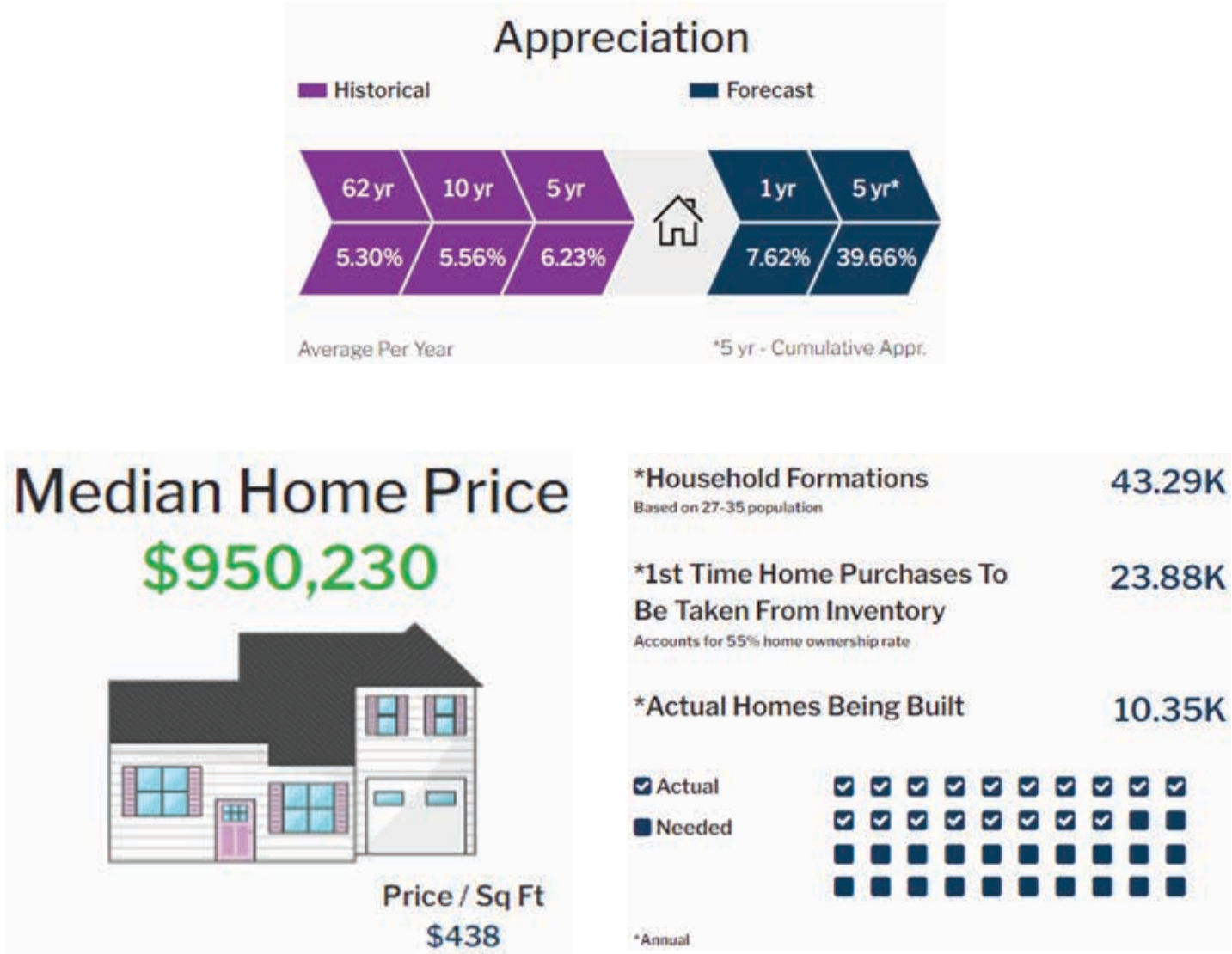
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