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Cover photo courtesy of Bodie Kuljian.



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PRESENTS

# Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES



**REZA SHIRANGI**

The Reza Shirangi Team  
 Keller Williams Realty

"In my mind, this business is all about the relationships."

"I started a team because I always helped other agents. If I can help other people grow, that's a great feeling. With my experience, I like being a resource to help them grow."



**SARA FARSANI**

The Farsani Group  
 Compass

"There are six other women on my team, plus me. Two of them are going to be new moms, one is a mother with two children, along with three other powerful, amazing women. I'm a mom

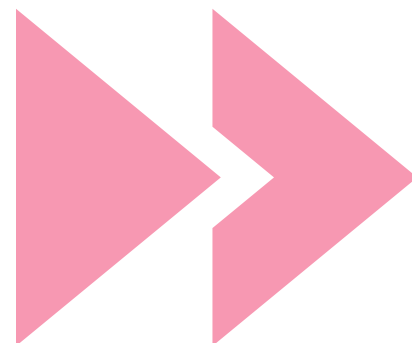
who is also a REALTOR®. With my team, it's about them helping them reach their goals. I love them all."

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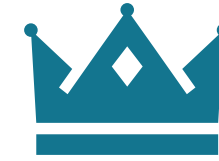
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» cover story

By Dave Danielson  
Photos by Bodie Kuljian

# REZA

## SHIRANGI

FUELED BY RELATIONSHIPS

The success you've achieved wasn't an accident. It was the result of the seeds you planted through hard work, dedication, and service.

That's something that fuels Reza Shirangi as well.

As a REALTOR® and team leader for The Reza Shirangi Team with Keller Williams Realty, Reza is fully dedicated to serving the best interests of those around him.

"In my mind, this business is all about the relationships," Reza says.

"I started farming. I was a great buyer's agent and then became a really good listing agent. It was all because of the way I strive to build my relationships with my clients, with honesty and integrity. I never had to door-knock after the first two or three years. Referrals are how I run my business."

### Uncovering New Opportunities

Reza earned his real estate license in 2000, but his story began much earlier than that, as a boy growing up in Iran.

"I lived there for 14 years and then went to Paris for boarding school from the age of 14 to when I was 20," he remembers.

"When I moved to France, I didn't know English or French. In 1992, I moved to the U.S. with \$2,000 and worked very hard. I didn't speak any English. I quickly picked up English, though, and got my international business degree. I was ready to make money."



At the time, an advisor told Reza that if he wanted to work for himself, the best course to take would be to go out and get experience.

### Picking Up Experience

After college, Reza sold cars, before going on to sell paggers. From there, he learned about computers and lived in Seattle, then Arizona. He also moved to Los Angeles to do import/export work.

"I also had been a representative for perfume in Nordstrom. I was known as the perfume guy. I was working seven days a week," he says.





“  
REFERRALS  
ARE HOW  
I RUN MY  
BUSINESS.”

The Reza Shirangi Team (from left to right: Solmaz Naghavi, Dilvin Tanik, Reza Shirangi, Melissa Flores, Kristin Costello. Not pictured: Claire Naliboff).



“  
I STARTED A TEAM  
BECAUSE I ALWAYS  
HELPED OTHER AGENTS.  
IF I CAN HELP OTHER  
PEOPLE GROW, THAT’S A  
GREAT FEELING.”

...

Eventually, Reza was ready for a new path.

“When I decided to get my real estate license, I opened the book, but it was very confusing. I used two dictionaries (Persian and English) to figure out the book word by word,” Reza says.

“I got my license and mirrored my aunt for a time. I was 27 years old and didn’t know anything about real estate. I was young, and I had an accent. I knew that coaching and training were very important to me. That’s all I did. From my background at Nordstrom, I knew it was all about the customer relationship.”

**Rapid Rise**

Reza spared no time establishing his work ethic and dedication to his clients. Rewarding results followed closely behind. During his first year, Reza recorded 14 transactions.

By his second year, he became a Hall of Fame agent, on the way to being the number 3-producing agent in Orange County. By 2021, Reza and his team had amassed \$63 million in sales volume.

Life’s path comes with rewards and challenges. Reza has encountered his share.

...





Reza Shirangi quickly rose to success despite the challenges of being a non-native English speaker new to the country.

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Reza and his fiancée, Fara Nazeri.

...

Reza met and is now engaged to Fara Nazeri. "She is a female version of me," he says with a smile.

### Team Spirit

After stepping back from the business for a time, Reza gained momentum again and started his own team.

"I started a team because I always helped other agents. If I can help other people grow, that's a great feeling. With my experience, I like being a resource to help them grow," he says. "I have a full-time executive assistant, Melissa Flores, and four agents, including Dilvin 'Dee' Tanik, Solmaz Naghavi, Kristin Costello, and Claire Naliboff."

Away from work, Reza and Fara enjoy tennis and traveling together. Reza also likes playing poker and foosball, as well as dancing.

When it comes to giving back, Reza has a heart for helping. He places a big emphasis on supporting area schools, as well as supporting efforts in the Persian and Latin communities.

Those who have the opportunity to know Reza and work with him appreciate his boundless energy, rock-solid honesty, and upbeat positivity.

At the end of the day, Reza dedicates his expertise and experience to serving his clients and team members ... always keeping in mind that his business is, first and foremost, about the relationships.

“

I STRIVE TO BUILD MY RELATIONSHIPS WITH MY CLIENTS WITH HONESTY AND INTEGRITY.



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▶ partner spotlight

By Dave Danielson  
Photos by WASIO faces



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Bowman Group Media is led by Tyler and Alise Bowman, who share the same path in life and business.

“We love working with our clients and helping them achieve their goals. It's the interaction that we have with our REALTOR® partners that is so fulfilling for us ... knowing that, at the end of the day, we're helping them and their clients get to the next place in life,” Tyler says. “Our approach is all about being invested in our clients. It's special when you have that certain level of trust, loyalty, and relationship.”

### A Full Spectrum of Services

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“ WE LOVE WORKING WITH OUR CLIENTS AND HELPING THEM ACHIEVE THEIR GOALS.

— Tyler and Alise Bowman





...

services, including photography, videography, and drone services, as well as 3D tours, virtual staging, property websites, and more. At the heart of their work is a commitment to fully immersing themselves in their clients' goals.

"One thing that's very important to us is the way we approach our business. Our clients would agree that we aren't seen so much as a "vendor," but more as an extension of their team," Tyler says. "We always make sure that our quality and consistency are at the forefront of what we do. I was very fortunate to have my father as a mentor throughout my whole life. He taught me that foundation."

**Triple-A Team Approach**

Bowman Group Media is based out of Dana Point, with each of the team members based in home offices within a 20-mile radius. Tyler speaks with pride about his team and what they bring to their work each day.

"Our people train at least four months before they ever go out and shoot a property. We train our team members to "set the tone" at each and every appointment ... to be engaged with those we work with and the work that they're doing," he says. "We offer the highest quality products, with quick scheduling, consistency, energy, and dependability. It's truly the foundation of our Triple-A Business Model ... with an ongoing focus on approach, availability, and appreciation."

**Attitude of Gratitude**

Tyler, Alise, and the rest of the Bowman Group Media team reflect an "attitude of gratitude" in all they do.

"It means a lot to us when our clients tell us that we have played a part in their success," Tyler says. "They can count on us to show up on time and for the shoot to not take all day. They will have photos and video back the next day, and they know we are always here to pick up the phone and answer questions they may have."

The firm has been in existence for 16 years. But the roots of Bowman Group Media can be traced back to when Tyler was a young boy watching his father at work in his real estate business.



Bowman Group Media is led by Tyler and Alise Bowman.



"My dad was a real estate broker when I was a little boy. I remember seeing the brochures that he brought home. My dad would hire helicopters to go up and get these amazing shots of properties, and that just blew my mind," Tyler recalls.

"I always loved real estate, but I had this side of me that loved advertising and marketing. I got a good understanding of the struggles of marketing for real estate through stories my dad would share with my mom at home. So the idea of marketing real estate was natural for me. I wanted to create a company that leveled the playing field in terms of being able to receive high-quality marketing materials that are affordable and available to everyone. Also, having everything under one roof really simplifies the process."

**Wonderful Life**

Away from work, Tyler and Alise are celebrating 10 years of marriage. They enjoy the way their partnership continues to build at home and through the work they love.

"Alise is absolutely incredible. I have found my perfect partner in life and in business. She has multiple business degrees, with a master's in accounting. She is also a CPA," Tyler points out. "About six years ago, she and I joined forces. At the time, she said, 'You've created a great job, but together we can really structure this and make it a very special business ... through training, growing, and expensing — while implementing creativity and flexibility.'"

The Bowmans treasure time with their son — 19-month-old Brixton. "He is the joy of our lives," Tyler says with a smile.

In their free time, Tyler and Alise enjoy time at the beach and traveling.

As Tyler reflects on the growing success that he and Alise have had, continuing to build with their team members and real estate partners, he thinks about his father.

"My dad passed away about seven months ago," he says. "When I think about him, I would hope people think about me the way they thought of him — a family man who is honest and who is committed to doing things the right way."

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Outside the business, Tyler and Alise are enjoying time with their son, Brixton.





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# SARA FARSANI

▶ agent spotlight  
By Dave Danielson  
Photos by Bodie Kuljian

## ELEVATING THE EXPERIENCE







With all of the shifting sands and surprises that can fill a real estate transaction, your clients take comfort in knowing you are there as the one constant they can count on to see them through.

Sara Farsani is a REALTOR® who understands the real estate process is all about the client experience.

“Seventy-five percent of my business is through referrals. It is so rewarding knowing that not only do my clients enjoy working with me as much as I love working with them, but they are also connecting me with their friends and family too. I genuinely walk away with newfound friends after each transaction.”

In a sea of Realtors, it’s no wonder Sara stands out, with her client-centered business approach; the passion she feels for her work revolves around her love of people.

“It gives me so much joy to see how much my clients trust me, the majority of whom are families and moms. I genuinely relate to them. Each real estate decision is a big deal for them, and I work hard for each and every client. I feel so lucky to have the opportunity to help so many incredible people achieve their real estate goals.”

#### **Moving Forward Quickly**

While it’s not unusual for many new Realtors to join the industry after enjoying another career, Sara got an early start.

“I’ve always had an interest in becoming a real estate agent,” she remembers. “I started off working in the mortgage side of the business. Then, I got into property management, leasing apartments.”



IT GIVES ME SO MUCH JOY TO SEE HOW MUCH MY CLIENTS TRUST ME, THE MAJORITY OF WHOM ARE FAMILIES AND MOMS.”



Sara with her daughter, Simone, and her dog, Heart.

Sara distinguished herself right away. In fact, she led the nation in sales for seven years in a row.

“I’ve always loved helping people find homes, whether they were apartments, condos, single family homes or other types of properties,” she says.

#### **Gaining Ground**

From there, Sara moved into sales training — producing sales videos that taught agents how to create an enjoyable and easy experience for the client.

“Each job I had built upon the former and gave me such valuable experience. Once I had my daughter, I decided to take a year off. When I returned to the workforce, I knew it was the perfect time to pursue my dream of becoming an agent. I started working full force in 2019,” Sara remembers.

Excitement coupled with nerves were there ... but the confidence in her skill set and dream helped Sara propel her passion and career forward with hyper speed.

“My dad was a Realtor, so I grew up going to open houses with him since I was little.

I guess you can say real estate is in my blood, and that helped me quickly become successful on my new path. Deciding to take the leap of faith and follow my dream of helping families find their dream homes was the best decision I’ve ever made.”

Through time, Sara’s success and reputation for results has exponentially increased year over year. Not only does she provide an elevated experience, Sara has helped buyers who feel hopeless with their searches finally reach the finish line.

“When I’m approached by new clients who have been searching for months with another agent and they’re

looking for a fresh start with me, I feel an extra level of motivation to help in those situations. Especially in a competitive market, you really need to know how to differentiate yourself as an agent and prioritize your clients’ needs. It’s not easy, but if anyone can get keys in their hands, I know it’s me.”

#### **Better Together**

Today, Sara is fulfilled by the opportunity to lead her team of six professionals of The Farsani Group at Compass.

“There are six incredible women on my team, each with their varying skill sets and niche markets,” she says. “Two of them are currently expecting, one is a mother of two, plus three other powerful, amazing women. We’re a force. As a woman and mother, I look at them and I’m sincerely inspired by their passion and efforts. I’m so proud to be part of their journey as Realtors. I truly love them all.”

#### **Family Foundation**

Family is at the heart of Sara’s life. She cherishes time with her 4-year-old daughter, Simone, as well as her parents, her sisters, friends, and her dog, Heart.

In her free time, Sara has a love for entertaining friends and family, barbecuing, and discovering the best of the quintessential Southern California lifestyle, including spending time outdoors at beaches and parks, visiting amusement parks, and going camping.

An active member of The New Moms School of Newport Beach, Sara sings praises of the organization that gave her so much when she became a first-time mom.

“The New Mom School changed the trajectory of my life. As a new mom, I felt completely lost until I joined the inspiring community that Alexandria Spitz has created. The women share helpful resources with each other and we really rely on each other during such a transformative time in our lives. My daughter and I have made lifelong friends,” she emphasizes. “The group will always be a very important part of my life.”

Sara’s heart for connecting with moms doesn’t stop there. She gives back as a fundraiser for Moms of Orange County, a group that helps moms and their new babies (and single dads too) with healthcare services, classes, and in-home care.

Alongside her team, she loves getting hands-on by building new homes for those in need with Habitat for Humanity.

#### **Leading by Example**

When you talk with Sara, it’s easy to see the kind, determined spirit that she brings to her work with those around her each day.

“I love what I do ... helping people find homes. It doesn’t feel like work. It feels different, like I was meant to do this.”

Those who are lucky enough to work with Sara feel the same way.



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# This Mother's Day, FOCUS ON MOM'S HEALTH

**Mother's Day**, the day we set aside to honor and celebrate motherhood and, above all, the women most cherished in our lives. This holiday also marks the beginning of **National Women's Health Week**. As we all know, women tend to fall into the role of caregiver, whether for young children, a spouse, or elderly relatives, and this consuming work often necessitates putting the needs of others before their own, especially when it comes to health and wellness. This Mother's Day, show love for the special mama(s) in your life by educating yourself about the following health matters (and ensure you are taking good care of yourself if that mama is you!).

**Become more physically active** – Women should strive for 30 minutes or more of moderate physical activity at least three days of the week. Regular physical activity can lower the risk of heart disease, stroke, high blood pressure, unhealthy cholesterol levels, type 2 diabetes, breast cancer, and depression, according to the U.S. Department of Health and Human Services. Regular physical activity also can improve your cardiorespiratory (heart, lungs, and blood vessels) and muscular fitness.

**Schedule routine screenings and checkups** – Screening tests can detect diseases, such as breast cancer, cervical cancer, high cholesterol and blood pressure, diabetes, osteoporosis, and sexually transmitted infections, when they are most treatable. Consult with your health care provider to discuss age-appropriate testing and immunizations.

**Eat healthier** – To achieve a well-balanced diet, women should choose fruits, vegetables, grains (particularly whole grains), fish, lean red meats, eggs, and nuts to help prevent heart disease and stroke. Foods high in saturated fat, trans fat, cholesterol, sodium, and added sugars (as well as alcohol) should be consumed rarely or in moderation.

**Ban unhealthy habits and risky behaviors** – Smoking and not wearing a seatbelt should be verboten.

**Focus on mental health** – We all acknowledge the impact mental health has on overall wellness, and studies show depression is becoming more and more common in women, particularly postmenopausal women. If anxiety and sadness are impacting a woman's daily functioning, lifestyle changes and professional help should be introduced. Managing stress and getting adequate sleep are key elements in maintaining excellent mental health.



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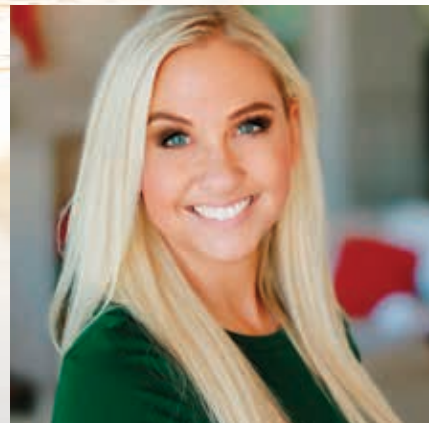


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