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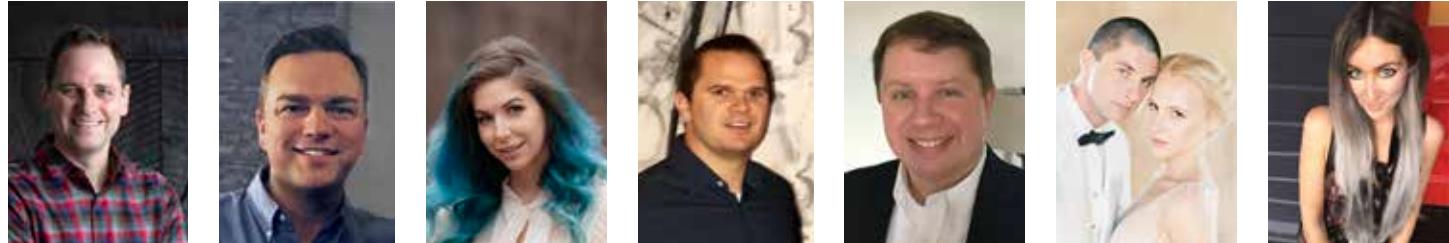
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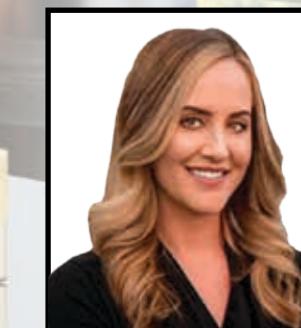
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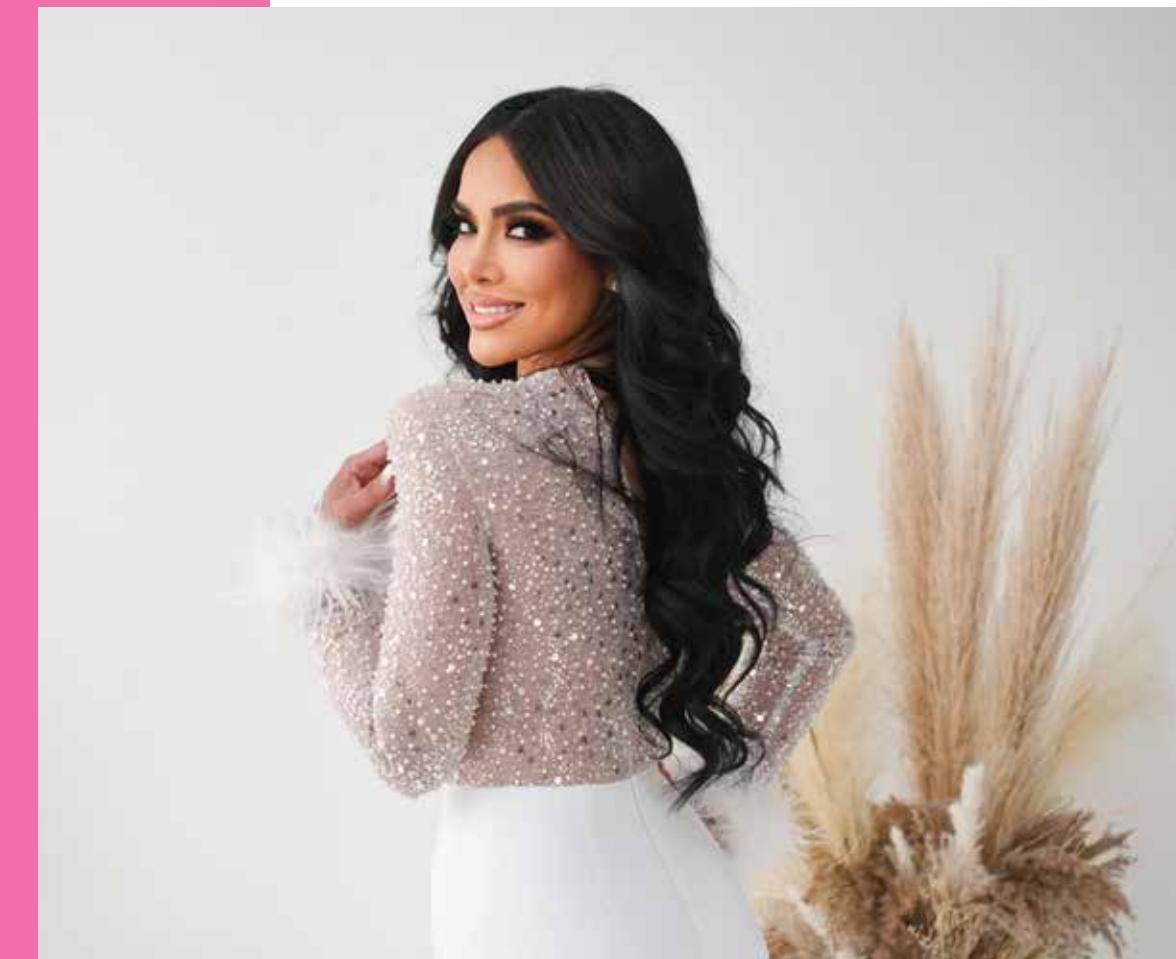
BARGHISAVAR PARSONS

► cover agent

Written by **Dave Danielson**

Photography by **Claire Hart**

Photography by **Olena Webster**



Nurturing Opportunity

What are the possibilities that lie ahead of you in life? While no one can say for sure, you can take steps to be ready for it when it comes. Because in some ways, success is like a plant that needs to be watered and cared for, so that it can grow for the future. And when it comes to managing and caring for those possibilities on a daily basis, Mahsheed Parsons (formerly, Mahsheed Barghisavar) has that in spades.

As broker/owner with Mahsheed Real Estate, Mahsheed is adept at nurturing opportunities. "I love the process of communicating what we're doing and the possibilities that come through that," she says. "The marketing gives me the opportunity to bring out my creative side, which is something I genuinely enjoy and get excited about!"

...

Mahsheed enjoys creating videos and films for her luxury listings, which is something she finds her clients love and appreciate — her enthusiasm to really bring out the beauty of their homes. On a recent project of a luxury listing, she even hired a Marilyn Monroe impersonator to be in the video, since the home had a lot of “Vegas vibes,” as Mahsheed describes it. “I love being creative about my marketing and so do my clients. With my films, I create a theme that brings out the personality and character of that specific luxury home. In the process, I’ve gotten a chance to know some of the greatest people in the world because of what I do.”

Mahsheed earned her real estate license in 2006. But her story began growing up in the Bay Area near San Francisco, CA. As she came of age, she attended San Jose State, where she double majored in Business Marketing and Business Management and graduated at the ripe age of 21. “Around that time my dad and brother were living in Las Vegas and had a business here. I wanted to move away from where I grew up. I had a job as a contractor with Christian Dior fragrances,” Mahsheed explains. “I moved to Las Vegas and worked for them with their car business.”

After working with her family for three years, Mahsheed moved in a new direction — toward real estate. “My family encouraged me to get my license. It was the hardest thing I’ve ever done in my life,” she says. “The first three years were extremely difficult. But I was determined to make a success of it. I always had an entrepreneur mindset and wasn’t able to work under someone directly, therefore I saw no other path but to make it in real estate.”

As Mahsheed recalls, it wasn’t an easy road for her during that time. “I went through some hardships. It was making me afraid of trusting people. That’s how I discovered a spiritual

path,” she remembers. “One day I was bawling my eyes out and thinking I had nobody I could count on. Nobody I could genuinely, wholeheartedly trust. At that moment, I saw Joel Olsteen on TV. Later that day I saw his book in a store.”

As she dove into the book and read, Mahsheed liked what she was seeing. Something about it resonated with her on a deep level. “It was all about having faith, trusting, never giving up, and planting the right seeds,” she recalls. “I read his book and did more research on the law of attraction, the power of positivity and really anything that spiritually aligned me with a higher power and helped mold me into the best version of myself. I really did the work to get my mind in a better place. As I learned about integrity, the power in giving, really being of service and having a pure heart (in turn creating the right results), everything started to change for me.”

After gaining traction in the business, Mahsheed hit her stride and kept moving skyward. In fact, in 2021, she recorded

around \$40 million in sales volume, which included her sales in Southern California as well. In 2020, Mahsheed opened her luxury brokerage in California.

When it comes to giving back, Mahsheed and her husband, Shaun, extend their love of kids and animals to their support of animal rescue efforts in the community, including Mayte’s Rescue. After each closing, Mahsheed donates a portion of her commission to the Nevada Childhood Cancer Foundation. She is committed to sharing her wealth and making a positive impact in her community, as she explains, “I know that part of my purpose is to give back and help those in need.”



In their free time, Mahsheed and Shaun like to work out together, travel, and spend time with their rescued Goldendoodle, Teddy. Family is at the heart of life for Mahsheed. “Before Shaun, I was focused on building my real estate business,” she smiles. “I’m lucky because I met my right partner at the right time. True love.”

Each day drives Mahsheed to achieve her best for those she serves and to support the kind of quality of life that she wants to live. “I’ve always dreamt of financial freedom. I want to be able to achieve greater levels of success in order to have the freedom in life to give back and spoil the people I love,” she points out. “You really have to be of service to

I always had an entrepreneur mindset and wasn’t able to work under someone directly, therefore I saw no other path but to make it in real estate.

get there and to focus on being your best. In the process, it is very important to nurture your clients and relationships, and really be of service. Have a deeper impact than just one transaction. My business is my sanctuary.”

Mahsheed puts her honest, thoughtful approach to life and business to work each day ... in the process, looking for new ways to nurture opportunity.



2021

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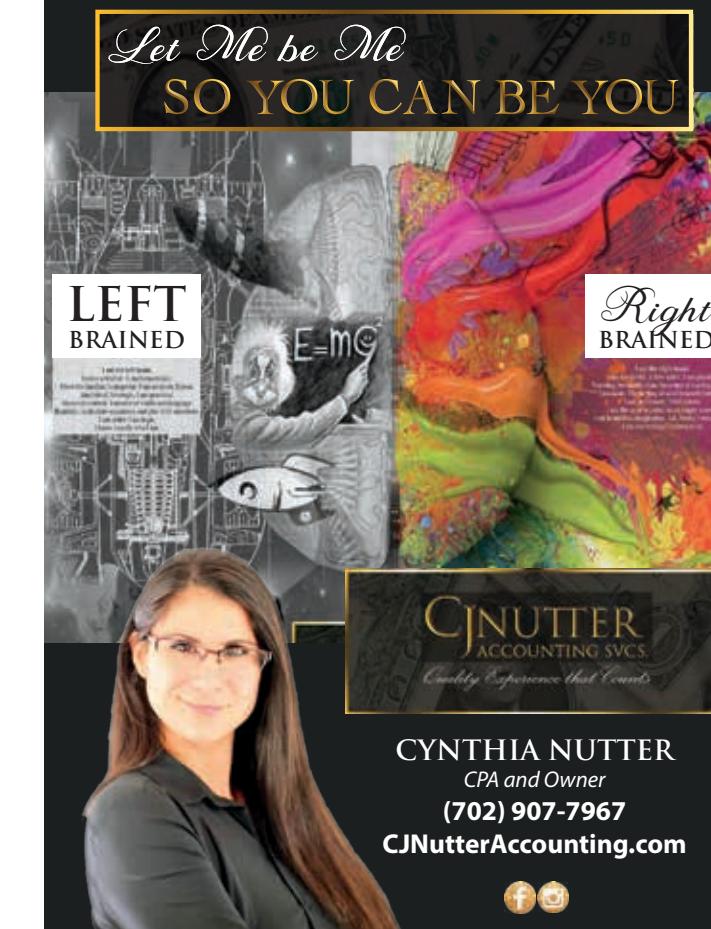
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"I love making sure that my relationships with all parties involved are good and that the communication is strong," Erin points out. "I enjoy building relationships that aren't just transactional. I consider my clients and REALTORS® to be partners for life."

Erin grew up in Salt Lake City, Utah. While she was in her last year of her undergraduate studies, she met her ex-husband. "His brother lived here working in financial services at the time. He suggested we make the move and open a mortgage company to work with his financial services agents. So ... we moved to Las Vegas," Erin says. "My major was Economics, and we moved here in 1998 after I completed college."

Immediately, Erin dove into creating her own mortgage business. "We talked with the financial advisors and told them that we would be opening up a mortgage side of the business," she remembers. "Within 24 hours, I had 15 loans on my desk. It was trial by fire. I was the loan processor, branch manager, and more. I learned from the grassroots up and then grew into having loan officers with me."

Erin finds fulfillment in working with her borrowers. "I love working with my REALTOR® partners because it's different every day. No two borrowers are the same," she says. "I thoroughly enjoy helping people with whatever they are doing and make sure that it fits their whole life. I like to structure things for them and work with our real estate partners to make sure that they are happy. I also love working with my team. I enjoy the challenge of that."

Erin began her journey in the business in 1998. In the process, she has worked through a variety of real estate cycles, as well as market ups and downs. Along the way, she has become licensed in multiple states.

One of the advantages that Erin and her team offer is their in-house teamwork that includes processing. They also

provide solid communications that lay the foundation for long-term relationships. "I like to know who I'm working with. I like to establish relationships prior to a borrower coming to me," she says.

"My REALTOR® partners know me on a personal basis. I like to get to know them and what they like and don't like about current partners and companies they work with. Plus, we do a lot of marketing, co-branding, and training for real estate agents. We're more of a value-add partner. In addition, we are very fast and efficient at what we do. We follow a 6-7-1 process — with six hours of underwriting, seven days of processing, and one day of closing."

Indeed, the teamwork that Movement Mortgage brings to market is special. Erin takes pride in her 14-member loan officer team, along with her operations and processing team.

Away from work, Erin looks forward to time spent with her family, including her husband and their five children. Free time is a very active time for Erin and her family. They enjoy boating, hiking, camping and being outdoors. They also have a passion for sports.

As a trusted guide and expert, Erin and her team at Movement Mortgage put trustworthiness and integrity at the forefront to make an undeniable impact. As Erin says, "We are here to make a difference, to be significant in what we do, to make a difference in people's lives, and bring happiness and do good things for people."





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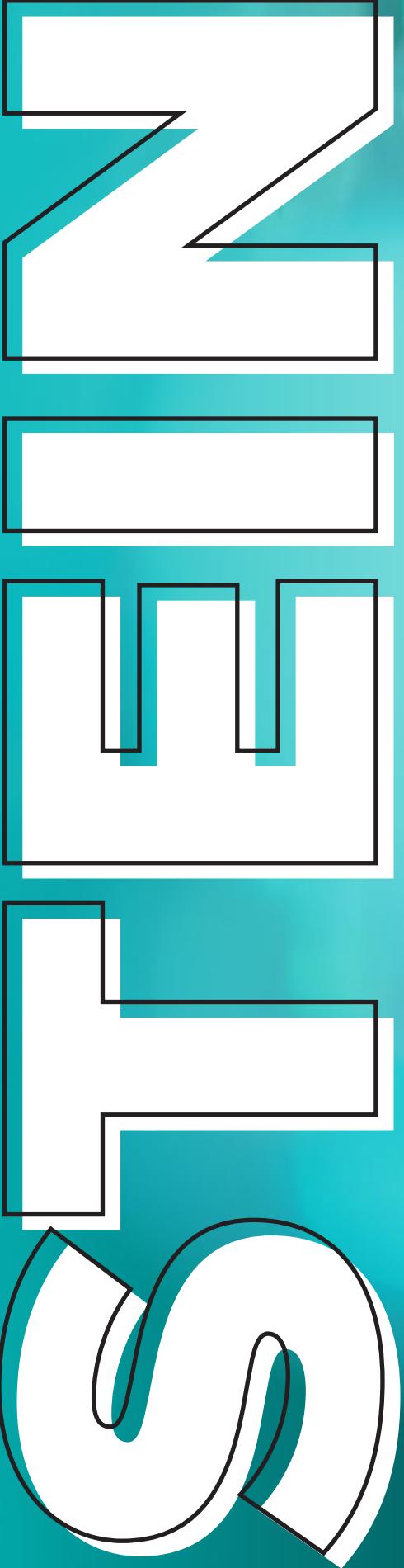


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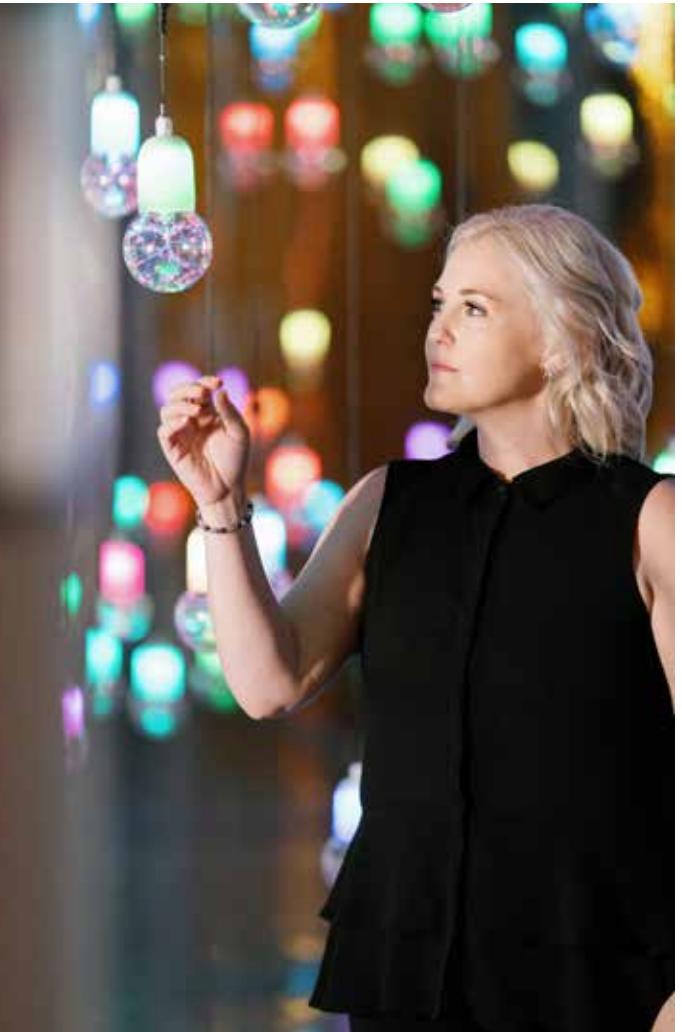
Can-Do Spark

As you think about what you do each day, what are your hopes for the way to fulfill your clients' needs? Do you ever feel like you have to have all of the answers? While we would all love to have every response to fully satisfy every question we receive ... that is, of course, impossible. But the real key is having the drive to want to know those answers. That's the spirit that Shay Stein brings to her work with clients.

As a Principal Agent with Redfin, Shay has a true can-do spark that she applies every day — a desire to dig in and solve issues as they arise. "Having the kind of temperament that

I do, it just suits itself to the many catastrophes that go on day to day. All that we can do is focus on controlling what we can control. And that part of a real estate transaction allows me to kind of flex my problem-solving muscle every day," Shay says. "I don't know what issues will pop up tomorrow. But I do know there will be one. And I do know that I will find a solution. That is one of the most rewarding parts of this career."

Shay's move into the real estate space in 2011 was not a natural trajectory. She had graduated from the University of New Orleans with a bachelor's degree in Hospitality and expected to stay within the service



industry but came to a crossroads.

"As I was thinking about what I wanted to do next professionally, my dad suggested that I get into real estate. At the time, the market had about bottomed out, and he felt that if I could make it during the downtime, I would make it long-term."

Taking risks is not unfamiliar to Shay. Throughout her life, she has spent a lot of time around those willing to take a gamble. Her dad, Roger Stein, was a famous harness and thoroughbred horse trainer. "I spent my whole childhood at the racetrack picking ponies. I kind of come from a family of gamblers. My brother is a professional poker player. So moving to Las Vegas, for him, was a natural decision. It wasn't long after his move that I decided to move here, too," she remembers.

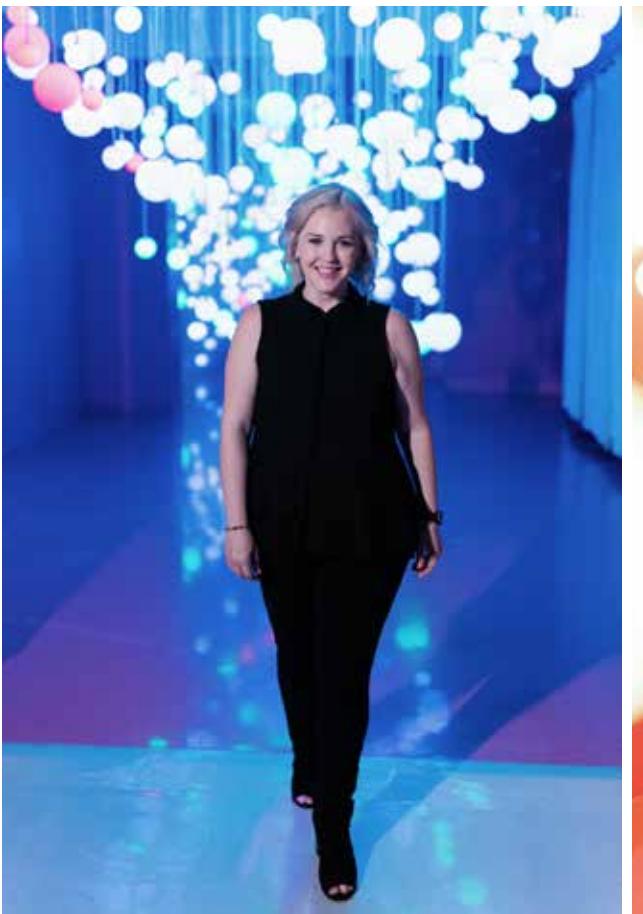


Shay's performance in the industry has been remarkable since, averaging around 65 homes sold each year. She attributes this success, in part, to her dedication and understanding of her clients. "I don't take what we do in our role for granted, helping clients with what is often the largest financial transaction in their life," she says. "That motivates me to always want to learn more and do better for my clients."

In her free time, Shay enjoys spending time with friends and family, traveling, taking in shows, reading, and dedicating time to the LVR Association. Shay's family makes her life fulfilling, including her husband, Jeremy, and their three sons. "When Jeremy and I have free time, one of our favorite things to do is enjoy all that Las Vegas has to offer," she says. "This city is so dynamic. There is never a shortage of things to do!"

Shay also has a heart for helping her community. She has been involved with Big Brothers, Big Sisters, the Las Vegas Rescue Mission, Three Squared, the Just One Project, and AFAN among other organizations.

As the future is always unknown, Shay will continue to place her bets on it having a bright outcome, with her positive attitude and dedication to the betterment of the community around her. One might say, choosing an agent other than Shay would be a gamble. •••



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FINDING THE RIGHT FIT

Think about the essence of the amazing value you bring to your clients each day. When you boil it down, they have a real need. And you have a real gift for fulfilling it. That's one of many areas in the business where Mitch Kim shines, as well.

As a broker/salesperson with Barrett and Co. Inc., Mitch loves finding the right fit. "People say they want a certain kind of house. It can be an overwhelming process. When I pick five to 10 houses for them to look at, I usually pick the right ones for them," Mitch says. "I think choosing the right property for them is my strong suit. I look at the new listings every day, so I know the flow of the market and have a good feel for it."

At first, Mitch was pursuing another direction in college as an Engineering major. But by his junior year, he was ready for a change. "By that point, I realized that it just wasn't fun for me. I was good at it, but it wasn't fun," he remembers. "So I got into the

IT business where we fixed computers, did graphic design and made websites for people. I got into the business as a partner and ran that for nine years."

Through that business, he made a lot of friends who were real estate brokers. "I went to their offices and helped with their needs. I met Lee Barrett who became a friend of mine. I saw him every three or four months," Mitch recalls. "I remember him explaining to me how real estate was going. I thought this might be my next job. Slowly I moved into real estate while learning the business on my own."

Like most who enter the business, Mitch faced a challenging transition. However, by the third year, he closed 30 units, then 60 in his fourth year, and an astounding total of 100 in his fifth year. In addition, Mitch has been named to the "40 under 40 in Las Vegas" and earned a spot among the Top 10 AREA REALTORS®.

•••



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Along the way, Mitch has met and had the opportunity to work with a wide range of interesting and talented people, including a YouTuber named Ken. Many of his new acquaintances Mitch met during the pandemic. "Ken is from Korea, where he does a news recap program at 9 a.m. every morning there. He posts his news recap on YouTube," Mitch explains.

"He has become really popular, and he wanted to come to Las Vegas," Mitch recalls. Together, Mitch and Ken appeared online. In fact, they recorded every step of Mitch working with Ken to buy his house. In turn, today Mitch gets stopped on the street by people who recognize him.

Behind the scenes, Mitch pays credit to Jeff and Joyce for helping build each other up. As he explains, "We help each other and use our individual abilities to accomplish our goals."

Family is central to life for Mitch. He treasures time with his wife, Hanna. "She has been very helpful to me in my career," he smiles. Together, Mitch and Hanna have two children, and they look forward to time spent with them.

In his free time, Mitch enjoys playing video games and watching movies, as well, but those who have a chance to get to know and work with Mitch appreciate his straightforward, insightful care. "I like to provide direct answers. I don't try to hide anything," he says. "I believe that honesty and direct communications are my key."

A big part of the problem-solving knack that Mitch brings to his clients was honed during his own family's experiences. "I grew up in a military family. We moved every four years. Las Vegas happened to be the last destination," he emphasizes. "I want to help my clients find their destination, too."

Truly, Mitch Kim invests his energy and heart in helping his clients find their new home ... in finding their right fit.



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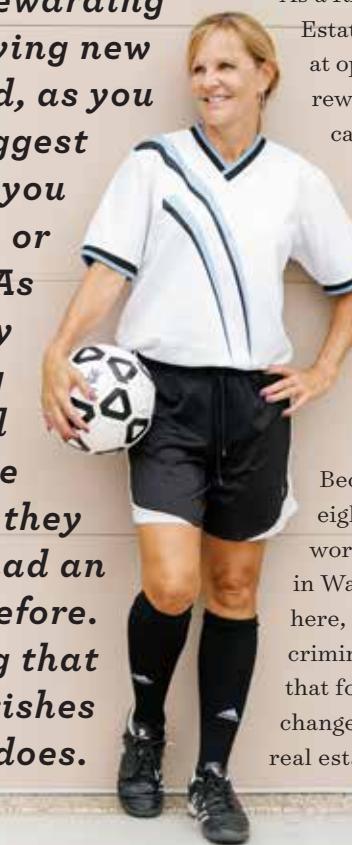
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Written by **Dave Danielson**
Photography by **Chernogorov Photography**

Revealing New Rewards



One of the most rewarding parts of life is having new experiences. And, as you know, one of the biggest ones for the clients you work with is buying or selling a property. As part of that, every day you are drawing back the curtains and helping them see the possibilities that they may never have had an opportunity to see before. That's something that Becky Ashby cherishes about what she does.



As a REALTOR® with Signature Real Estate, Becky has demonstrated her skills at opening new doors and revealing new rewards for her clients. “I enjoy educating people on the home-buying and the home-selling processes. I like helping them get into a home and making sure it’s the right one for them,” Becky says. “In the process, I like educating people, which opens their eyes and helps them see the possibilities of what their new home can become.”

Becky earned her real estate license eight years ago. Before that, she worked as a criminal investigator in Washington state. “When I moved here, my plan was to keep working as a criminal investigator, but after pursuing that for a short time here in Las Vegas, I changed my mind and decided to go into real estate,” she remembers.

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“As a REALTOR®, I have to pay close attention to what my clients are saying so I can put myself in their shoes and effectively find the home that works for them.”

...

“Going into real estate was something that I had thought about for years. It just felt like the right thing to do at the time. Now, as a REALTOR®, I’m busier than I ever was as a criminal investigator.”

Becky sees parallels between her careers in criminal investigation and real estate. “One similarity is that I need to pay close attention to the smallest of details in both fields. For example, in a criminal investigation, I needed to pay attention to determine whether or not someone was lying to me,” Becky says. “And as a REALTOR®, I have to pay close attention to what my clients are saying so I can put myself in their shoes and effectively find the home that works for them.”

Through time, Becky has continued to learn and grow in the business — building her success. As an individual agent, she takes pride in having a pulse on everything for a client from beginning to end. “Since I don’t have assistants, I know everything that’s going on with my clients’ files. So when my clients call to ask me questions, I am immediately prepared with answers,” she says.

Away from work, Becky treasures time with family, including her three adult children and her two grandchildren. Throughout her

life, Becky has been, and continues to be, an avid soccer player. “When the pandemic hit, I picked up pickleball, too,” she says. “I also like to go hiking and biking. I love being outside, hanging out at my pool, and working in my yard.” Becky also has a heart for giving back. One of the causes she is most proud to support is supplying clean water for third-world countries.

Driving Becky’s every effort is the desire to provide the best possible home-buying experience for her clients. “I’m not in this just for the money,” Becky says. “What keeps me going in real estate is that I truly care about helping clients with one of the biggest investments of their life.”

That’s the spirit that allows Becky to reveal new rewards for her clients ... to help them achieve their dreams in real estate.



Heather Keays

WINNING FOR THE LONG RUN

One of the true measures of success comes down to longevity. Are the decisions we make today driving us toward a level of achievement that will last through time? That's something that Heather Keays considers as she serves others around her.

As a REALTOR® with Keller Williams — The Marketplace One, Heather focuses her energies on helping her clients and team members win in the long run. “The biggest thing is: I really



care about people and the long game with relationships and my business, not short-term results,” Heather emphasizes. “I am ‘big picture’ in my thinking and always focused on doing the right thing for our clients.”

Heather grew up in Pasadena, CA. As she began her working career after school, she started out in the financial services industry, working at Bank of America as a Securities Analyst. “I was analyzing securities for individuals and small companies,” she says. “I did that for five years and learned the importance of wealth building.”

After that, she moved to Las Vegas. However, life had a change of plans in store for her. Six months after she moved, Bank of America let her team go as a result of “corporate downsizing.” As she thought about her next steps ahead, she remembered a long-term interest. “Real estate was a dream, and I didn’t really think about whether I could do it,” she recalls. “Since I had no job, it was my best opportunity to go after it in 2003. It ended up being one of the best decisions I’ve made for me and my family.”

There would be more changes ahead for Heather though. In 2010 she went through a divorce and simultaneously grew in her role. “In time, I learned to really run my business like a business as a single mom. I had to deep dive into it rather than looking at it somewhat as a hobby,” Heather remembers. “Then the market changed, and I did a lot of short sales. I had 26 short sales going at one time without any help. Life was really tough at that time. I didn’t have a lot of money back then. At one point, I couldn’t pay my rent.”

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In time, Heather met her now husband, Devin. As they grew closer in life, they also ended up growing closer in business. "In the beginning, he would ask why I was working so hard and not getting much free time. I showed him the extensive workload, and he said he understood and got licensed himself to help me," she says. "At first, he was helping me and then started working with people he knew, since then we both have been working together as a husband-and-wife team growing our business."

I think the thing that means the most is when we know that our efforts are being appreciated and changing lives. It is very fulfilling when we know that we did the right thing for our clients.

A big part of Heather's passion for her work is driven by her inclination toward solving problems for those around her. "I look at those who are working toward something, toward accomplishing a real estate goal. So I ask how I can help them with that and put them in a better position. I treat clients the way I would like someone to treat my family," she smiles. "I also enjoy helping our team of agents move further ahead in their careers as well."

In 2021, The Keays Group found substantial success to be sure. In fact, they recorded a little over \$24 million in sales volume, including Heather's largest sales yet — \$3.6 million and then \$6 million.



Heather and Devin enjoy spending time with their children, John, Jordan and Aidan. In their free time, they like exploring new places and traveling when they can. Some of their favorite destinations include San Diego and Hawaii. They also enjoy sports, music and wine.

Talking with Heather, it's easy to see her sense of kindness and professionalism. At the end of the day, there's



one thing that represents the biggest compliment for her. "I think the thing that means the most is when we know that our efforts are being appreciated and changing lives. It is very fulfilling when we know that we did the right thing for our clients." That's the approach that leads to winning for the long run.



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