

SOUTH ORANGE COUNTY

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## Parisa Houshangi

**INDIVIDUAL IMPACT**

**PARTNER SPOTLIGHT**  
COASTAL INSPECTION SERVICES

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MILK MEDIA

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# Parisa *houshangi*

» 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 Houshangi 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 Soheilian, Navid Studio Photography)

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### 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.”



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### 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.

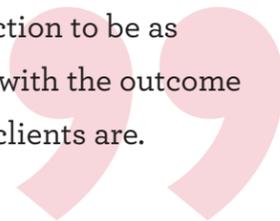
"I treat my clients like my family members. I'm honored that they trust me and put the biggest investment of their lives in my hands. I want them to have the feeling that they got the right home or were able to sell for the highest price because I cared for them," Parisa says. "If you do it from your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



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# Mya Lopez

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