



PAUL DANESHHRAD: LEADER OF THE BEVERLY HILLS REAL ESTATE PACK

by BIZCATALYST 360°

[Paul Daneshrad](#) is the Founder and Chief Executive Officer of [StarPoint Properties](#). His private real estate investment firm in Beverly Hills is highly specialized in selling multi-family and commercial properties. According to [The Washington Post](#), “Real estate is a science, and a little bit of art.”

With a successful track record spanning more than 25 years, it’s apparent that Daneshrad has both the science and art of real estate nailed down pretty well.

The Super-Smarts of Paul Daneshrad When It Comes to Beverly Hills Real Estate

Under Paul Daneshrad’s leadership and innovation, Starpoint Properties today boasts more than 8,000 apartment units and 2.5 million square feet of commercial properties. The company currently reports an aggregate value of over \$1 billion worth of prime real estate.

Keys to Real Estate Success

Mr. Daneshrad has written these words of advice for investors: “You can’t manage that which you cannot fully measure. I learned early on from one of my peers that identifying the drivers in your business and measuring them are critical keys to success. Whatever business you’re in, you need to be a lifelong student of what practical experience says are the main components of making that business work.”

For the commercial investment industry, he goes on, investors need to keep a keen eye on drivers like interest rate futures. Is the economy actually heating up and increasing the demand for real estate? Is a bubble forming? Is it a good time to buy? The answers are complicated and there are multiple elements that investors must consider. The federal government plays a factor in both interest rates and investment strategies. However, they can’t completely control them, so ultimately the market itself will control interest rates.

Ready to buy real estate in Beverly Hills?

Serious investors seeking experienced and knowledgeable help for the entire SoCal marketplace have been seeking out Paul Daneshrad and StarPoint Properties for over a quarter-century.