



LIFE LESSONS FROM A REAL ESTATE MOGUL

BY SUSAN PAIGEON DECEMBER 28, 2020

Our new rubric “Life of Remarkable People” presents brief sketches from the lives of modern people who have achieved outstanding achievements (successes) in their field of activity. Let’s hope that our readers will be able to extract useful information and apply it for themselves. Today our focus will be on developer Paul Daneshrad, founder and the CEO of StarPoint Properties, a Beverly Hills, California-based real estate investment firm.

Lesson One – Self-Education

In 1988, [Paul Daneshrad](#) graduated from California State University-Northridge, where he earned his diploma in Business / Corporate Communications & Marketing. Since then, he has never stopped learning. After founding StarPoint Properties in 1989, a real estate company based in Los Angeles, he and his company have made it through several major events, from earthquakes to the '08 Recession. Paul has published many articles analyzing trends in the real estate market. Publications include: Net Lease Forum, Multi-Family Executive, California Real Estate Journal, Multi -Housing News, National Real Estate Investor, Real Estate Southern California, and Commercial Property News.

Takeaway

Through our years in college, most of us develop critical thinking and the ability to learn new skills and knowledge quickly. Both of these are crucial for business development and adapting to challenges in real time. According to Paul, the best way to learn is through writing. Writing forces your brain to synthesize your existing knowledge, allowing you to understand the material in more depth, and lets you develop your analytical skills in the process. Write your thoughts down and discuss new information with like-minded people. Stay up to date with the latest developments. Never stop learning.

Lesson Two – Starting a Business

Paul Daneshrad started his real estate business in his sister’s garage. He didn’t have investors or capital. All he had were ideas and the experience he gained while working as a broker’s assistant at Glenfed Development Corp. (He also had a few credit cards for expenses). Having carefully studied the business from the inside, he developed a strong business plan for his own company. The rest is history. 31 years and countless challenges later, StarPoint Properties has grown into major player in California’s real estate market.

Takeaway

Find your way in life and take the first step. Don't be afraid to make your own mistakes, but remember that it's less painful to learn from the mistakes of others.

Lesson Three – Work/Life Balance

Many people believe that success in business comes at the cost of spending time with family. This is a common misconception. Many successful businesspeople are also highly devoted to their families, and live by a strict code that regulates their work/life balance. Paul is proof of this. Paul and Shadi Tova Daneshrad have been happily married since 1996, with four children: Bryce, 20, Talia, 20, Bennett, 17, and Ryan, 13, to whom they have taught independence since early childhood. Paul believes that family is the most precious thing he has and that, without them, he never could have become who he is now. "My home is my fortress" is the mantra of countless successful businesspeople.

Takeaway

Don't become a workaholic. Good work ethic and motivation are the key to business success, but never forget that work/life balance is the key to happiness.

Lesson Four – Help Vulnerable Members of Your Society

Daneshrad's company works closely with **Stand Up for Kids**, a nonprofit organization founded in 1990 to aide homeless and at-risk youth. Stand Up for Kids has 43 programs in more than 20 states throughout the USA. The program at Stand Up for Kids aligns with Paul's personal belief that if you give a man a fish, you will feed him for a day, but if you teach him *how* to fish, he will feed himself for a lifetime. In addition to helping homeless and other at-risk youth with necessities such as food, clothing, and shelter, Stand Up for Kids helps provide education – the key to helping at-risk youth become productive members of society. Paul is a huge believer in the importance of education.

Takeaway

Help others so that they can help themselves. Do good deeds that will make a real, long-term difference to others.

If you want to help Stand Up for Kids, please check out the organization's website to see how you can get involved through volunteering or donating.