

# Q&A



**CYRUS MOHSENI** knows hard work. The pro soccer player turned REALTOR® saw his real estate career take off when he embraced failure as a necessary step for success. We sat down with Mohseni to discuss his career change, his passion for digital marketing and why he decided to found a nonprofit.

**What led to the switch from pro soccer to pursuing real estate full time?**

I got into a car accident and couldn't play anymore, and I had an identity crisis. I truly had no clue what I was going to do with my life. I didn't go to college, and everybody always

used to tell me, "You need a backup plan." And I'd tell them, "Backup plans are an excuse to fail." Then all of a sudden, this curve ball hit me.

I thought everybody loved me because I played pro soccer, but the reality was people loved me for who I was; soccer was a bonus. When I realized that, I was already getting my [real estate] license, and after my first sale, I was like, "Wow, I love this." I realized I could help people get into homes when they never thought they could and help people invest in real estate to change their generational wealth. It made me feel like this is what I'm supposed to be doing.

**What did you take away from making that career switch?**  
I've realized failure is inevitable, and if you want to move forward in life, you have to fail. I truly believe you will not have high-level success without failing, so now I chase failure — because that means I'm pushing my limits to get to the next level.

**As a REALTOR®, you're a big believer in digital marketing. What sets your marketing approach apart from the competition?**  
I think a lot of my success [in real estate] was because I didn't really know how agents typically marketed, but I knew digital marketing. When I go into a listing appointment, I tell them that I don't do conventional real estate marketing, but I market directly to the consumer. When I put out an ad, it's for buyers, not agents, and what ends up happening is that the buyer calls their agent. So I do a lot on Facebook, Instagram and Google, plus postcards and mailers. Plus, every single listing has a 360-video walk-through, and that's huge because it focuses on realistic expectations. Then I push that to the consumer, which ends up selling the property quicker.

**Diversity is important to The Keystone Team. What advice do you have when it comes to cultivating diverse real estate teams?**  
Growing up and when I played soccer in Europe, I dealt with adversity and racism just being who I am because I'm second-generation Mexican and first-generation Iranian. It made me very conscious of the people around me and how people feel about me. So when it comes to The Keystone Team, it's about understanding everybody has their own strengths. When I bring on an agent, I look for what they are instead of what they're not. When you're building a diverse team, it's all about inclusiveness. The biggest thing is realizing that everybody has a strength, and your job is to uncover that strength. You have to understand

**VITALS**

**BROKERAGE:**  
The Keystone Team  
**OFFICE LOCATION:**  
Seal Beach and Lake Forest  
**YEARS IN THE BUSINESS:**  
4  
**SPECIALTY:**  
Residential  
**OF NOTE:**  
2019 C.A.R. Rising Star, 2019 NAR 30 Under 30  
**BEST THING ABOUT THE JOB:**  
Being able to change people's lives.  
**TO SUCCEED:**  
**REALTORS® NEED TO:**  
Focus, work hard and don't make excuses.

maybe this person isn't good at door-knocking, but they're good at making calls.

**Tell us about your nonprofit, Giving Football. Why did you start it, and what impact has it made?**

That's my passion. I started Giving Football with some of my friends who played high-level soccer, and it evolved into a nonprofit that puts on soccer camps for orphanages around the world. For me, Giving Football and my family are why I do what I do, and every single transaction I close, I donate a portion to Giving Football because that's truly what gives me happiness and meaning.

My dad passed away when I was in sixth grade, but I had a mom, and I can't imagine how it would feel to have neither. So when I do the [soccer] camps, I can't even put it in words — it's just happiness. Giving Football allows me to share my passion for soccer, and to me, the youth is our future — if we can have a positive impact on the youth, then our world will be better in the future.

**What do you think your dad would be most proud of about you today?**  
I ask myself this question all the time. I wonder how my dad would feel seeing what I've done. I think he'd be stoked about my accomplishments, but what he'd probably feel most proud of is that I take care of my family and created Giving Football.

**What are you doing when you're not working hard to better your business?**  
I'm with my family. I try to see my niece and nephews every day. I love going to my mom's house and sitting out front and talking for hours; usually my niece is there, and she's a bundle of joy.

**BIO:** Cyrus Mohseni is CEO and Team Lead of The Keystone Team in Seal Beach and Lake Forest.