

## **News release: Joshua Smith, real estate coach, interviewed Dan Parisi, CEO of Coffee Real Estate**

Dan Parisi, CEO of Coffee Real Estate, shared the secrets to business success and real estate insights to home buyers on how to save 1000's of dollars when buying or selling their home.

Sacramento, CA (CRS), February 22, 2016 – Coffee Real Estate (CRS) CEO, Dan Parisi was interviewed by world class real estate agent and trainer, Joshua Smith. Joshua asked Dan insightful questions to draw out his success practices.

Dan Parisi is a serial entrepreneur who uses outside the box business skills to grow his enterprises. Small business owners could view big business advantages of money and large staffs to create a definitive advantage. But having the owner interact with the client is the best source of business intelligence, Dan says. Therefore, the ability of the owners to create the business systems based on the client or customer experience is a very valuable asset.

This skill helps Dan Parisi train all the agents at Coffee Real Estate to listen to the client. He teaches his agents to use their professional skills and experiences to translate what the home buyer wants into finding them their dream home. "Don't treat the client like a paycheck," Dan teaches his agents. "We are in the business of making our clients' dreams come true, not ours".

In the interview, Dan shares the dangers of using an unskilled realtor to value homes. Even if that agent is a family member or friend, get a professional real estate agent's second opinion. This one mistake can cost a home seller tens of thousands of dollars. That is why Dan's real estate clients call him "The best realtor in Sacramento".

Dan also discusses the value of failure. "A business owner can learn more by his failures than successes," says Dan. "Failures demand change and change is the path to success".

Joshua Smith's excellent interview skills brought out the best of Dan Parisi's entrepreneur experience. The interview is engaging and entertaining. Both Joshua and Dan share precious insights into the real estate business.

Listening to the interview will help home buyers find their dream home and home sellers keep more profit from selling their home. Also, real estate agents can learn what to look for in a real estate brokerage when hanging their license and working as a real estate agent.

The interview can be viewed at: <https://www.youtube.com/watch?v=vaeM3hNe8I8>

For more information about Coffee Real Estate and the web site CoffeeReal.Estate contact Dan Parisi, CEO of Coffee Real Estate. [dan@CoffeeReal.Estate](mailto:dan@CoffeeReal.Estate) 916 481 8106 <http://CoffeeRealEstate.com>