



DELIVERING A 5-STAR REAL ESTATE EXPERIENCE

BY STEVE GAMEL

Mona Parikh laughs when she thinks about the times as a child when she'd question her father about his career choice. A successful residential Realtor, he worked long hours, wrote dozens of offers, and answered every client's call — even on vacation. His work ethic was off the charts.

"I remember being on vacation in Hawaii and saying, 'Dad, your job is boring. I'll never do this,'" Mona said jokingly. "Little did I know that I'd end up doing the same thing."

Parikh, a wife, mother, and longtime Sugar Land native knows how to balance her personal and work lives. But she's proud to be a chip off the old block and has established herself as the friendly and knowledgeable resource clients turn to when buying or selling a home in the Houston area. Over the past six and a half years, she evolved from being a part-time Keller Williams Southwest agent to a Luxury Listing Specialist and team leader for the Mona Knows Homes Team.

Her team has helped more than 200 families buy and sell homes. Their listings have a sales price to list price ratio of 98.5%, and their average days on the market is 29 days, though this year it's just 12 days.

They are one of the top teams at KW Southwest and in Sugar Land.

A large part of that success is because Parikh has embraced the training and culture at KW Southwest, a leader in real estate services in Fort Bend and the Greater Houston area since 1991. Mona is part of the Agent Leadership Council (ALC) and trains new agents through the Ignite training program. She represents everything the organization looks for from its agents, which has grown to more than 560 agents.

The result for the client means unrivaled service in a market that these days gets crazier by the day.

"KW Southwest is the only company I've been with. It's a family. I feel very blessed." Parikh said. "When new agents join, so many are quick to embrace what we do for clients and hit it out of the park."

Clients praise Parikh for her accessibility, knowledge, and willingness to go the extra mile. But her journey wasn't easy. She earned her MBA from Rice University with a focus on Human Resources. But after five layoffs over 12 years, she took her father's advice and jumped into real estate — a career that has been blessing her ever since.

"I'll always remember that first year and a half when I wouldn't have closings for three or four months," she said. "But the one thing that I got from my dad was his work ethic, and I managed to learn well and implement what he taught me. I'm all about the hustle and having the right mindset, and the training here at KW Southwest has been extremely motivating."

Mona has grown her real estate career quickly through her high quality service, real estate business partners, and referrals. She strongly believes in Keller Williams Bold training law: Success is simple not easy.

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