

# Seeing the Possibilities

*Ali Ghorbani helps others realize their dreams with compassion and vision*

*By Jim Brumm*



Ali Ghorbani knows what it's like to move. He knows how scary it can be, and how exciting; he knows how it can open up a world of hope and possibilities, and he knows how to avoid the potential downfalls.

Ghorbani made the biggest move of all. Not just to another neighborhood, or another community. He moved to another world and made it his own. And today he helps others make that leap from one neighborhood, or world, to another.

He was raised near the Caspian Sea, in the lush, verdant farmland of Northern Iran. His father was a grower, raising tea, rice and mulberries for the silk worms which provided the material for the family's silk business.

Shortly before the Iranian revolution in 1978, Ghorbani was able to leave his home country on a student visa and come to the United States.

"I had a choice," he explained. "France, England or America. I chose America."

He landed in North Texas, near Dallas, to begin his new life, enrolling in the University of Texas at Arlington to study Mechanical Engineering. With just over \$2,000 in savings, he had to pay rent, college fees and every other expense that comes with moving to a new land.

"I came to study," he said, "but I knew I wasn't going back. I started working right away, washing dishes, cleaning, loading trucks, anything that would earn me money."

His life became a blur of school, study and trying to assimilate into his new country, its language and its culture.

**Continued**

“At night I would watch westerns on a black and white TV to learn English,” he said, laughing.

While in college he met and married his wife, Diane. “She was too smart for me,” he joked. “I was lucky.” Today, they have a son and a daughter, 14 and 17 years-old.

After graduating in 1985, he started working at Rockwell International in Texas, designing commercial telecommunication equipment for telephone companies. From there he worked for Fujitsu in Dallas, also in product development.

In 1991, Ali Ghorbani proudly became a citizen of the United States. Beaming, he said of his adopted country, “America is still second-to-none in nearly every aspect.”

In 1998 Ghorbani had an opportunity to work for a company named Advanced Fibre Communications, in Petaluma, California, and he moved his family to Sonoma County to start yet another new life.

They bought a home in Sebastopol and settled down to raise their children and enjoy all the area has to offer.

Over time, however, he chose to leave the telecom world. “The industry

Ghorbani feels he is uniquely qualified to help others in Real Estate.

“My experience in engineering and construction gives me the ability to see what a house *could* be, not just what it *is*,” he said. “I see everything in three dimensions. I can show clients the potential of what *can* be, when often they are stuck on only what they see. Sometimes people miss great opportunities. Often, you can change what you *see* to reflect what you *envision*.”

Ghorbani also knows that buying a home can be overwhelming when it comes to the forms and paperwork that need to be filled out.

“I want to make the process a pleasant one,” he said. “There is a vast amount of information to know and understand when buying a home. I help my clients sort it out. So much comes at you when you go in to sign. People go ahead and sign mostly because they trust the system—they believe the system will protect them. But it can be scary and if I can ease that then I am happy.”

For a man with an engineering background, Ali Ghorbani is remarkably thoughtful, intuitive and insightful. His piercing eyes light up as he speaks about



take it a piece at a time. It has to be right for them and only them. *I’m* not going to live in the house. *I’m* not paying for it. My job is to earn their business, but first I have to earn their trust. Of the two, trust is the most important.”

There is an old adage that says: What you are full of is what spills when you’re bumped. If this is true, then Ali Ghorbani is full of compassion, love, enthusiasm, humor and vision. These qualities are what comes out when he is confronted with a problem, an opportunity or a challenge. And these same qualities are what help carry his clients along to happy, fruitful endings.

“I like to practice honest, straightforward dealings in my life,” he said, “and I have taught my kids to do the same thing. I can sleep easily at night. Those are the things that make life worth living. People who know me, they know who I am, what I am. They know I am my word.”

---

## My job is to earn their business, but first I have to earn their trust. Of the two, trust is the most important.” Ali Ghorbani

---

changed,” he said, “and it was no longer fun to go to work.”

So Ghorbani began to cast his net in a different direction. He spent over six months renovating his home and he started a construction company.

“My emphasis was on construction—on buying property, upgrading it and then selling. It all had to do with buying and selling. So the Real Estate business became an integral part of my thought process.”

With his passion for the subject and his experience, Ghorbani decided he could help others buy and sell their homes. He obtained his Real Estate license and joined the team at Coldwell Banker Real Estate in Sebastopol to do just that.

his passion for helping others. Spend some time with him and his compassion and philosophical approach to Real Estate make all things seem possible.

For Ghorbani, helping others with buying or selling their home is more than just making a sale. He knows very well the trials and fears associated with uprooting one’s life and striking out to something new and his goal is to ease things for his clients.

“My first thought when I meet a client is how can I help them? Well, I can help find the best thing for *them*; I can help them sort through the maze. Do they qualify financially? Is the home they’re looking at matching their vision? Is it the right neighborhood? There’s so much to consider. But I don’t overload them. We

---

*Ali Ghorbani can be reached at  
Coldwell Banker, 101 Morris  
Street in Sebastopol,  
California, 95472.  
Phone: 707-829-6098  
email:  
ali.ghorbani@cbnorcal.com*