



ASARP- March 02,2023- Thursday

‘Value, impact and recognition of South Asians in general, and South Asian real estate professionals specifically, is increasing in US rapidly and significantly’, commented Mr. Shukla to the packed audience at the meeting of Association of South Asian Real Estate Professionals (ASARP) held in Des Plaines, last week. Hitherto, National Association of Realtors which was formed in 1908, recognized ‘Asians’ as one community. Only with the efforts of ASARP and with valuable contributions made by South Asian community, need has now been perceived to view South Asians as a separate category, as distinguished from Asians in general.

Shirin Marvi, President of ASARP greeted the guests and gave general information on activities and involvement of ASARP at various levels. She also informed that now ASARP has good representation with the Illinois Department of Financial and Professional Regulations and the first online publication of IDFPR also recognized ASARP as a vibrant evolving force.

Pradeep B Shukla, Chairman and Founder member highlighted some important professional developments, gave industry updates and explained that the value and impact of real estate professionals is increasing at various levels. In spite of looming recessionary fears, the profession would not be hit hard as it happened during 2008 and aftermath. He elaborated on the benefits of tax planning and estate

planning for real estate professionals. He also explained how a professional can claim rental real estate losses as 'non-passive' losses if he/she can satisfy certain IRS requirements. Another topic he discussed was on Estate planning. Some of the ways to avoid need of probate, he explained, have been to create joint tenancy, arrange for life time gifts or transfers, life insurance and living trusts.

Selling through Gratitude was main topic of the event. This was very well covered by well known author, trainer and motivational speaker Gopi Nair. Mr. Nair explained the need to manage the life through managing one's mind. He suggested that one should start his daily routine first by conveying gratitude to the Almighty and then to his family, affiliates and clients. Practice of Gratitude will not only attract peace of mind, but will also generate various business opportunities through trust and goodwill that will be implanted in potential clients' minds.

Mr. Shukla complemented the attitude of gratitude by quoting William James, father of American psychology who once explained that 'the greatest discovery of our generation is that human beings can alter their lives by altering their attitude.'

Kate Sax, Executive and senior member of Main Street, in charge of education, professionalism and strategic management issues, also explained the need for professionalism and assured good support to the South Asian community.

Bhailal Patel, senior director and advisor explained that the event was a great success mainly through the contributions made by directors like Rajesh Patel, Sunita Kakarlapudi, Nick Verma, Vasanti Bhatt, Sunil Shah and Kantibhai Patel. Attorney directors Al Haroon Hussain and Paul Chawala were also recognized. Thanks to Nick Verma of the youth wing, Illinois Cricket Association (Subbu Nair) and Chicago IT services

and Phani Krishnan, of ANNA group participated in the event. Harsha Shukla thanked the guests and reaffirmed the need to look for a bigger venue with such enthusiasm and vibrancy of the group.