Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=2.6)):

Hello everyone. I am Corey Andrew Powell, and I am joined today by Stephanie Shojaee. And she is the president of Shoma Group, an award-winning real estate development company that specializes in residential and commercial projects with more than a decade of experience, Stephanie oversees all marketing, branding, sales, operations, and communications strategies. And also, let's let's, you know, it's, it's not for a small function here. This is like over $5 billion completed real estate transactions and assets. So we're really happy to have you here today, Stephanie. So welcome to Motivational Mondays.

Stephanie Shojaee ([00:36](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=36.159)):

Thank you, Corey. Thank you for having me.

Corey Andrew Powell ([00:38](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=38.5)):

Yes, yes, my pleasure. So first, uh, as I mentioned to you of course off camera before we began, uh, we are happy to also have you here during Hispanic Heritage month. And, uh, so that's a, a double honor for us to feature you today. So listen, you are slay in the game, clearly in the real estate development world, and it's really a highly competitive industry. Of course, very male driven, male dominated, so to speak. You're known for your keen eye talent, creativity. That's really helped Shoma Group, become the big force it is today. But I do wanna ask you about your humble beginnings, if you will. So you're the, the daughter of Columbian immigrants, correct?

Stephanie Shojaee ([01:15](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=75.22)):

Yes, I am. My parents actually came here back in the eighties with nothing. My dad came here, landed on an airplane with absolutely no documents, basically landed and, and ran. Uh, my mom came a couple months later and they had nothing. They had to start from, from scratch. Uh, attempt to learn the language, make ends meet. At one point I believe my parents lived in something that was like the size of a closet. It was a very small, fast forward. Then they had me. I was born in the United States, but I was raised extremely, extremely Colombian. Um, as a matter of fact, I learned English when I was around 10 years old. So I consider myself 100% Columbian. Um, I identify so much with the Hispanic culture and I learned everything from my parents.

Corey Andrew Powell ([02:00](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=120.97)):

So you had the dichotomy though, of being like an American girl because you're sort of being raised in that culture, but then also having been really closely tied to your Columbian roots. And I have to say, it's really interesting. I'm gonna turn around right now because I have this book that was written by, and I just interviewed her two weeks ago. Daniela Pierre-Bravo. Do you know her from MSNBC? And she's on Morning Joe. And she from Hispanic Heritage.

Stephanie Shojaee ([02:25](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=145.24)):

Maybe it might, maybe if I see her face.

Corey Andrew Powell ([02:27](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=147.27)):

Well, you know, I bring it up because literally verbatim <laugh>, you know, very similar story. She had to sort of exist with the undocumented status and the parents. And so she had to rise above all that. And I really feel that because of that and because of your adversity, do you, and I'll just see if it relates to what she says. Do you think that drove you to be hyper successful even more so because you almost out of necessity had to do that?

Stephanie Shojaee ([02:53](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=173.59)):

Absolutely, 100%. You know, when you grow in a household where you're seeing your parents work extra hard, where you know that you have to be better than the person next to you, you have to be more prepared. You have to just really race harder and stronger. It, it teaches you that since at a very young age, I still remember my parents taking the test to become residents of, of the United States. And I was very, very young having to teach my parents English because the test obviously was in English. And like having to see that struggle, it made me at a, at a very young age want to be, you know, a step ahead.

Corey Andrew Powell ([03:29](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=209.28)):

Right? Yeah. She mentions that exact same thing. In fact, her book is called The Other and it's about women of color, how they have to sort of exist in these worlds where they are, uh, in some ways made to feel invisible because of stigma and stereotype. And then what happens is if you can hone who you are and live in your authenticity, you empower yourself and you show up as your full Latina Columbian woman self and own the situation. So I know your heritage is a, a big part of why you say also you've been successful. So explain more about that.

Stephanie Shojaee ([04:01](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=241.45)):

So it's one of the things that I actually pride myself in, especially now in the role that I have, is to have an all woman Latina team working here at Shoma, especially predominantly in the marketing department. And one of the things I like to teach them is to make sure that they're always authentic to who they are. Because if you walk into a meeting and you are really who you are, you are not worrying about pretending to be someone else, knowing the subject and, and following everything that's in being discussed in the meeting. So for me it's super important that you own exactly who you are, you dress, how you identify, how you feel. So for me, that's one of the main things I try to, to teach girls. But I think the Hispanic heritage for sure, you know, I think is one of my, my superpowers.

Stephanie Shojaee ([04:44](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=284.51)):

I think that it's made me such a hard worker having to, like you said, I have to identify with who I am and like work harder so that I don't get shadowed in the back, which I did get always put back in the back. Even in, in kindergarten, there's so many things that you think a teacher doesn't realize that a little kid will always take with them. I remember them saying to take out a red crayon and I was very young, but I didn't know what red was or what color. I knew crayon, but I was like picking up all the colors and the teacher kind of just like didn't make me the line leader because obviously I wasn't gonna lead. So she put me all the way in the back versus like maybe teaching me this was the red and like helping me at a very young age.

Stephanie Shojaee ([05:24](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=324.16)):

I knew like I was gonna be placed in the back. I was a Hispanic girl, you know, my parents probably didn't even, no, not probably didn't understand what the teacher was saying. Um, nowadays I feel like the world slowly adjusted to being a little bit more understanding, to wanting to learn about other cultures a little bit more open. It wasn't like that when I was younger. You know, you don't speak English too bad, you know, at that time, I dunno if you remember, they had that little calculator. A calculator, and you type in, you had to like type in Spanish. It was like a little digital.

Corey Andrew Powell ([05:54](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=354.36)):

Okay.

Stephanie Shojaee ([05:54](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=354.92)):

Little digital translator.

Corey Andrew Powell ([05:55](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=355.81)):

Oh wow. No, no.

Stephanie Shojaee ([05:57](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=357.72)):

<laugh>. I'm old.

Corey Andrew Powell ([05:58](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=358.43)):

Well, listen, I mean, I just remember that whole idea of like, for me, I had a, one of my close family friends growing up, they were Puerto Rican and I was immersed in like, what's that language you're speaking and what's that food? Bacala What is that? You know, <laugh>, pollo. What is that? Like, the curiosity of children I think is there, I think the adults in the room, to your point, that teacher, they're the ones who tend to screw it up a little bit. Kids have a natural curiosity. I mean, I love learning more about other things and I think that's a natural place to be. I think the, I think the adults in the room.

Stephanie Shojaee ([06:36](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=396.52)):

Well that's what makes you special, really. I, I, I do because I still remember being that young girl and my mom cooking, for example, let's say Bacala or uh, Platos and you know, all the food that I would eat and I would be like, Mom, the house smells like Spanish food. My friends coming over, she can't know that our food doesn't smell like her food. And my mom would, it was like a dagger to her heart. But you, you're little and you, I wanted to be understood and respected and like coming to my house and smelling my Hispanic food was not cool because you were gonna maybe go to school and like, bully me or always her house smells like Spanish food. Our, our food has a strong smell. Versus now I look back and I'm like, why did I even care? Her parents were like, making pizza and like.

Corey Andrew Powell ([07:17](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=437.32)):

<laugh> Okay, like you should have been, you should have been like selling mama's plates honey for like, you know how enterprising you are. You should have been <laugh> should have been like making Stephanie's kitchen.

Stephanie Shojaee ([07:27](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=447.19)):

I wish I could go back so much and, and speak to that, the young version of me, like the five, six year old that had such a, a tough time. But I, I would speak to her, but I don't think I would change anything because it really made me exactly who I am today. Like I said, it really was my, my superpower. I I, I still try to find that, that moment that like changed everything for me where I was like, I'm gonna stop hiding it and my life's gonna change if I just start embracing it.

Corey Andrew Powell ([07:54](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=474.47)):

Yeah, that's powerful. Yeah, you don't wanna change your past because you're not guaranteed that your current outcome, which you really love. It would be the same. But you do bring up an interesting point. And I've spoken to many different people from different countries, but primarily my friends from Santo Domingo for example, or um, Argentina or different countries that are Latin speaking countries.

Stephanie Shojaee ([08:12](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=492.72)):

Columbia, none Columbian?

Corey Andrew Powell ([08:15](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=495.4)):

Um,

Stephanie Shojaee ([08:16](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=496.16)):

Am I

Corey Andrew Powell ([08:17](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=497.88)):

Well not with this pro, not with this particular problem, but um, I do know a lot of Colombians and in fact I will just put this out there and I hope that, uh, all my other friends won't killing me. I happen to think that in the novels, Colombians speak the best Spanish.

Stephanie Shojaee ([08:29](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=509.24)):

No, it's not just novellas, it's not

Corey Andrew Powell ([08:31](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=511.56)):

In general. Right. You think in general I'm gonna get so much hate mail now, but that's just how it is. But they did say to me though, there were times where they were, they were resentful as they were growing up as teenagers, as you said. Not having the foresight yet to understand the dynamics. They had this love hate. They were angry almost at their parents at a certain point for they can't be like other American kids or when they show up, they don't have the proper documentation because of, and i, it creates a really, I guess a difficult dynamic. But, um, are you and your parents, were you still close to your parents through that? And how'd you get through it?

Stephanie Shojaee ([09:07](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=547.2)):

Cory, let me tell you something that I don't think many people know unless they're my close friend. I actually am so close to my parents that I chose to not have a, a wedding. Uh, I wanted a honeymoon, a month long honeymoon. Uh, there's reasons that, so I didn't want a wedding. I, uh, had keep my circle very small and it was like, oh, if I wanna have a wedding, I wanted to be something big and I couldn't come up with a list. Anyway, that side story, I'm so close. I took them on my honeymoon because I wanted, thank God they're so close to my husband, but I wanted that memory to be stuck and engraved in me for life. So I wanted to experience it with them. So we traveled abroad, Dubai did a lot of fun things and I took them with me to answer your question, in short, I am beyond close to my parents, though are my best friends.

Stephanie Shojaee ([09:45](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=585.08)):

I travel with them all the time. I am exactly who I am. I literally, probably yet last night reminded them like, I thank you so much, I'm so happy to who, who I've become. But yes, to go back to what you're saying, I gave them, I raised hell at the house. I didn't like the way it smelled. I because of the, because of the food, I, I hated that my mom could never be a chaperone because she didn't speak English. I hated that my dad couldn't come in and, and say what he does at work because he couldn't speak English. There was so many things that I'd be like, You, this is the, the pickup line for the peop the kids that come outta school at three and you're in the line that comes at four because you can't read the sign. And it was constant, you know, I was just so mad.

Stephanie Shojaee ([10:22](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=622.54)):

But I feel like they just did such a great job with me and my sisters and like teaching us and calming us down and they, you know, they understood that it was hard. It was hard on us. I, I had to obviously take English lessons and writing and a lot of things. They were there through it all and they, they pushed us, but thank God for them. They stuck it through it. Absolutely. And my mom actually had blonde hair, blue eyes, so everybody thought she was super American. And then it was even worse when they would try to speak to her and she was like, Uh, no, I'm doing this <laugh>.

Corey Andrew Powell ([10:56](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=656.03)):

Yeah. Or they might, I would've thought she was like faking cuz she doesn't wanna like talk to people. Right. <laugh> honestly

Stephanie Shojaee ([11:02](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=662.03)):

Never. She would always be like, So call. No, I know English

Corey Andrew Powell ([11:05](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=665.39)):

<laugh>, it's a good defense mechanism if you don't wanna be bothered with people. Like I don't speak English. No, but I think that's amazing because the irony there is because of the sacrifice and because of their decision, which, you know, is a difficult one for many immigrants to make, to leave a country under those conditions. And then at the end of the day throughout, despite all that, the end result is they raised a highly successful daughter. And so, and your uh, and your sibling as well, who you said is also doing well. So there's lot to be said just for good parenting. No, no matter what the language is. Correct. I do wanna ask you though, as I mentioned about your humble beginnings. So how did you get interested in real estate and where'd you, where'd you get your start?

Stephanie Shojaee ([11:44](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=704.26)):

Okay, uh, love this question. So I went to school for marketing and uh, ever since I was a little girl, I would always be drawing diamonds and cars. My parents didn't know where it came came from. I think it was in like, just in me that I had this like relentless pursuit for, to find greatness. I went to school, my dad was nibbling here and there on a little bit of development, like one little apartment here and there in like little cities in Fort Lauderdale. And he told me one day like, I'm losing so much money and having to list the property with a realtor and then the realtors sell it. So I'm losing a lot of commission. And I said, Dad, why don't I take the test, the real estate test and I'll list it for you and I'll sell it for you and I'll give you right back all the commission.

Stephanie Shojaee ([12:22](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=742.48)):

I want nothing, but I'm gonna take the test. And my dad looked at me and he's like, Really? You're gonna do that for me? And I think the class is a month and I said, it is a month for the people that wanna take a month, but if you know your daughter, you know your daughter wants everything now and there's a class that's a week, so I'm going to take that week class, I'm gonna take off everything. No school, no nothing, and I'm gonna dedicate to passing the test. Gold Coast offers the one week class. I took the class, passed the test. I mean I had the license within like as fast as you can get it, fingerprints, everything, uh, all was submitted. I got it. Uh, I knew nothing. I went and got my license with a company. I remember walking in and I was like, I need to list something.

Stephanie Shojaee ([12:58](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=778.52)):

And they're like, You have a listing already? I'm like, it's my dad's and I need to list it right away. And nobody really wanted to help, but I was like, you're either gonna help me or I'm gonna find someone else that will or I'm gonna Google it, but I'm gonna list it fast forward. I listed it, I helped my dad, he sold it and he was so happy and I knew that I was doing something to help him, which made me happy. And then I was negotiating this deal, this very, this was it's small deal and I remember the broker on the other end had was a white male with a lot of experience. And he looked at me like, this girl has no idea. She's super young, she's her dad's, her client. It was like, treated me so poorly, but I, I loved it. And I, one of the things that drives me so much is being underestimated. It's just, I love it. I, I feel like it's the best thing that's ever happened to me. So I, I just tried harder. I got the deal done and I was like, this is what I, what I like. Yeah. So, so I stopped around with marketing, uh, finished that and then continued on with real estate.

Corey Andrew Powell ([14:00](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=840.07)):

Yeah, because that's, I think the, the basis, I mean real estate is real estate and there's lots of people obviously in that world, but dissecting it further, it is the fact that you bring the marketing concepts mm-hmm. <affirmative>, you bring a, an awareness of connecting the dots with social media, modern digital marketing concepts to it. So I wonder with you do with what you've done with the Shoma Group mm-hmm <affirmative>, you sort of brought them forward in that way in a very different space than I guess how they originally worked. So was there any resistance for you sort of like bringing them into like social media and Instagram and all these places? Oh

Stephanie Shojaee ([14:32](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=872.6)):

My gosh, I remember first coming into Shoma, I said, There is a white space here. You guys are not marketing the right way. The the world is changing. The, the people that work at Shoma are great that some, many of them have been here for 30, 40 years, which is amazing. It's testament of how great the company is. But at the same time we needed a little bit more diversity. We needed to be able to bring in the new technology, we needed to bring in the, the, the younger generation. And there was definitely, I mean my husband, even the employees that were here, there was a lot of changes. But you know, Stephanie doesn't give up and I'm very persistent and I don't take no for an answer. And I adopted little by little baby steps, baby steps. And yes, for sure, I think it's definitely made a huge impact. Uh, I think Shoma is, has always had a great brand. It's been rec recognized since the eighties before I was even born. But now I feel like more people know it.

Corey Andrew Powell ([15:27](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=927.47)):

Yeah, no, definitely. I mean, because also it's so tied to your personal brand too, which is your, your Instagram, which is so fun and I love it. And, and also one thing I love that you said is you think it's okay for women to lean into femininity and it's okay if you happen to show up in like a pink dress of heels on a construction site. So <laugh>

Stephanie Shojaee ([15:46](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=946.75)):

I do

Stephanie Shojaee ([15:48](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=948.96)):

And I love it. You know, so many times I've had people say to me, Well, don't let it overshadow who you are or don't that, that just draws too much attention in the meeting. Why don't you just become more subtle? I'm like, I'm not subtle and you know, I come in or make a statement. I know my stuff. I'm very prepared at a very young age, before I even worked at Shoma, I would never wanna walk into a meeting unless I knew all my facts. I would take four or five hours studying even if it wasn't necessary. I wasn't going to speak. So why do I have to wear a dark color? Why do I have to have my hair in a bun? Why do I cannot wear my lashes and makeup and glam that I like if I already know my, my my material? Right. What's the difference in going to a a, a construction site with a pink hard hat versus a black hard? How, what's the difference? That's what I like and there's no change in the outcome just because of my appearance. Yeah. The appearance really just doesn't matter.

Corey Andrew Powell ([16:41](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1001.21)):

No, and I love that that also speaks to stereotype in a way too, right? People will make a per perceive an idea about how you show up and they do that to women all the time. Right. And so I think the key element that you've said there, which is a great lesson for success if is when you know your stuff <laugh>. Yeah. Yeah. You can like pop out of a birthday cake in a bikini, but at the end of the day, let's talk numbers and data and you know, your stuff. I think that's the difference. I think it's the smoke and mirrors versus people who really show up. And I, and that brings me to another segueway. I know you're friends with Chris Jenner, right? <laugh> and I bring that up because I have, we have mutual friends. She and I too, my friend Allen invented years ago, which changed my life. I was one of their first ambassadors, the Loomie smartphone case, but had the, you know this like

Stephanie Shojaee ([17:29](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1049.4)):

Yeah, yeah, yeah,

Corey Andrew Powell ([17:29](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1049.75)):

Yeah. And I mean it changed, you know, for nightlife people. I was like, Oh, I can see myself now. But you know, Kim was the selfie queen Kim Kardashian and they were trying to get partnerships with her and it wasn't working or whatever cuz she didn't quite at that moment see it. And Chris saw it. And I've always said from just knowing that experience, Chris was like, is it really good at being a great marketing person at all the ventures? She does, they're really smartly done. I know you're friends with her and I know she's given you some advice as well. So gimme a, a little nugget of marketing advice that Chris Jenner has given you that you take with you.

Stephanie Shojaee ([18:03](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1083.32)):

You know, I think Chris is just outstanding with, with branding and creating a very strong brand, which I think we're very aligned, which is how I feel about, about Shoma. She's one of the smartest women I have ever met. As a matter of fact, I, I remember reaching out to her and I said safely, I love it. We use it at the house, we use it here in the building. I love your product. Uh, it's the best cleaning supplies I've ever have used. And your end buyer lives in a lot of our communities. What do you think of the idea of gifting these tenants, some of your, your product? And I think she must have taken like 60 seconds to reply. I love this idea. And she is just such a boss lady. The product appeared in my office like a week and a half later and I could just feel like she just gets it done. She gets it quick. She's just phenomenal. Phenomenal. I feel like we're very aligned in that sense.

Corey Andrew Powell ([19:02](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1142.84)):

You know? I totally agree. I mean everything I know about her and, and, and it's rubbed off on her daughters clearly. They really do get it and they kind of understand sort of how to meet a demand and public interest. And so I, I think that Chris is quite brilliant too, so I know she has her detractors, but that's, you know, people are always gonna talk junk anyway. So, And I know you are also an award winner. You have won the, the prestigious, uh, women awards honors for South Florida business, uh, Business and Wealth, I believe is the organization. Mm-hmm. <affirmative> and you were like their 2022, one of their award winners. And I know you wanna be a role model or you are a role model for Latin women in the real estate development space, but why do you feel it's critical for more women to work in that space in general?

Stephanie Shojaee ([19:44](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1184.95)):

I think it's critical Corey, for women to be in every industry. And I think that my existence in this position creates the possibility for the younger generation that's watching. Meaning when a young girl's on social media or a young girl turns on the news or a young girl is in the car with her mom that's listening to this podcast and you hear of somebody like them that's in this position, it creates the possibility for them to also, oh, it's, it's doable. When you see someone else doing it, it kind of opens the door that like, hey, I can do it too. So for me it's, it's extremely important. It's extremely important for me to teach girls to work on their self confidence. It's something that you have to talk to yourself every day. Your mind is, it's a computer, so it's, it's really your, your, you're super computers in their, the way you speak to yourself. It's so important. If I ever see a girl being like, Ah, I'm so dumb. Or they go like this, I'm like, What do you, that's like, that's your comp. That's your hard drive. You just need to speak to yourself in a very nice way because it starts subconsciously, you start believing the things you say to yourself. So for me, having these girls be able to see that, like the self confidence really is a major, major thing that you need to help yourself is important for me to be able to teach them.

Corey Andrew Powell ([21:02](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1262.03)):

Wow. Words of wisdom. Stephanie Shojaee, Did I say Shojaee? I think I messed up the end, but it's perfect. Perfect. Shojaee. Yeah. Okay. I see I doubted myself. Stephanie Shojaee from The Shoman Group, thank you so much for being here today with us. We really appreciate your time today here on Motivational Mondays.

Stephanie Shojaee ([21:18](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1278.81)):

Thank you so much, Corey. I can't wait to be back.

Corey Andrew Powell ([21:21](https://www.temi.com/editor/t/dJRDNhrkCO5-tiTyT3pnlRkJs_41j-o_8p073LF7tkK-B4qXH_ClrCS6yyRo-ITFgwlslkRgH58yX-zrRPi5Tg1mdPs?loadFrom=DocumentDeeplink&ts=1281.81)):

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