



JOSH MOHR

From his teen years, Josh Mohr has had the talent and vision to turn his passions into lucrative careers. This SoCal native made his mark as a professional surfer with four U.S. professional surfing titles and brand ambassadorships with global companies, including Coors Brewing Company, Airwalk Shoes and Toyota. In his early twenties, he had the foresight to invest in real estate during the off-

season, fixing and flipping properties himself for a profit. As he transitioned out of competitive sports, he established a successful company that sells raw materials to aerospace manufacturers. But real estate was the endeavor that called him home. Today, Josh combines his love of California's legendary beach lifestyle with his unique repertoire of professional skills to help others find their castle on the sand.

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REAL ESTATE GROUP

As founder of the Mohr Real Estate Group at First Team Real Estate in Huntington Beach, Josh is back on his home turf, with a practice centered in the beach cities of Huntington, Newport and Laguna. Not surprisingly, he says, "I like to work as close to the beach as possible. Most of my clients are within walking distance or a bike ride to the sand."

Josh is among the top 10 agents in Huntington Beach and heads one of the fastest-growing teams in the area. His daughter, Sophia Silveria, joined him in 2018. "I love sharing this with her and building a true family business in our name. I think real estate is an amazing career choice and also an amazing investment platform for young people. I feel every young person needs to understand real estate, and it's my passion to share it with them. Sophia has a lot of friends who will be buying their first homes soon, and this is a great opportunity for her to build her business and for me to share my experience and help them do it the right way."

Josh brings a unique perspective to real estate sales in an area where luxury homes are the norm and service expectations of buyers and sellers are elevated. He chose to build his own brand alongside First Team and its luxury affiliate, Christie's International, for the companies' dominate California marketshare and coterie of top-producing agents. "In my surfing career, I found that my growth depends on competition. I thrive on it. I like being around people who are better than me — it pushes me to be the best I can."

Giving his clients value is of paramount importance to Josh in every transaction. Having made his living in large part through brand endorsements, he understands the need to continually up his game. "To get them, you have to be valuable in the first place. But most lasted for 10-plus years, and that meant I had to provide value over a long period of time. I had to keep reinventing myself and adding more to the companies I represented."

Likewise, in real estate, Josh brings his ever-increasing market knowledge, his first-hand experience as an investor, and his sophisticated understanding of both sales and marketing. "Marketing really is important, especially when

you're selling luxury homes. Having worked with some of the largest marketing companies in the world, I understand the creative process and the analytics involved in different avenues of promotion."

Meeting expectations is another key element of Josh's success. "In the luxury space, I'm often dealing with very successful people who are also very smart. I have to be open, honest and sharp to gain their trust. I also have to have a huge network, since a lot of the best properties are sold off market. That means I'm generally also dealing with other agents who are good at what they do, and I have to be able to hold my own during the negotiations process. I'm also sensitive to people's privacy in the way I show and sell a home."

Further, the peerless reputation of Christie's International makes it possible for Josh to reach buyers from around the globe. "I often sell to people internationally, and I have to be able to appeal to them through whatever network they're used to using, while also being respectful of their cultures."

With his lifelong connection to the coastal community, Josh is passionate about giving back in meaningful ways. He is a supporter of Operation Surf, a week-long program that brings wounded veterans and active-duty military personnel to experience the healing power of the ocean.

Finally, it is Josh's friendly and approachable manner that draws people and makes them feel they and their real estate transaction are in the best of hands. If life in your dream home includes dipping your toes in the surf each day and watching the sun sink into the Pacific each night, Josh is the Realtor® for you.

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