

SPECIAL PROMOTION

LIVING LEGACIES

FARHAD HANASAB

**FOUNDER AND PRESIDENT
HANASAB INSURANCE SERVICES, INC.**

As the Founder and President of Hanasab Insurance Services, Inc., Farhad Hanasab has made it his mission to provide superlative service and security for his clients as he helps them navigate the challenges of risk management, securing life insurance and creating legacy estate planning that suits their unique needs. "When someone passes away and you are able to hand the family a check that will allow them to pay their mortgage and afford for their children's education, it changes their life," Hanasab says.

The high level of trust and caring that defines Hanasab's relationships with his clients is rooted in his sense of community. "Beverly Hills has and always will be a huge part of my life," Hanasab admits. "I have lived here since I was seven years old, so getting to work with people I grew up with to continue their family legacies as well as safeguard their homes and businesses has taken those relationships to a deeper level."

The sense of altruism and public spiritedness that drives Hanasab's work and civic mindedness extends to philanthropy. As a cancer survivor, Hanasab has made support of The Concern Foundation for Cancer Research a central focus in his life. The Foundation, which is celebrating its 50th anniversary, targets promising postdoctoral scientists to provide critically needed funds for innovative projects. "Concern is an independent volunteer driven organization conceived by a group of friends who wanted to make sure their dollars counted in the fight against cancer," Hanasab shares. "95% of net proceeds goes directly to research. They have raised over \$60 million and funded 750 cancer research scientists."

When considering all of the aspects of what it takes to be successful and lead a good life Hanasab has one piece of advice to share, "Follow your passions and dreams, the rest will follow."

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