



## Kate Southard Real Estate

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A 5th generation New Mexican who was raised on a ranch in the southeastern New Mexico, Kate Southard graduated from Eastern New Mexico University before venturing on to the University of New Mexico Law School. As an attorney practicing oil and gas anti-trust law in Dallas, she had a career-altering revelation: "I woke up one morning and decided I wanted to be on the positive end of putting deals together, instead of arguing about it after the parties had messed it up!"

Kate is now celebrating a milestone 25th anniversary in her second career. In 1991, she established a small boutique real estate firm that specializes in professional clients with high expectation and high standards. With approximately 30 percent of her business coming from the legal community, including occasional court referrals, she says, "My client base has always demanded a high degree of accountability, adherence to ethical standards and superb negotiating skills."

The company deals in both commercial and residential real estate, and recently, on the residential side, her office sold a record number of homes to children of previous clients. "That is perhaps the greatest compliment," she says, "when a client sends you their son or daughter to buy their first home."

The secrets to Kate's success, she says, are a positive attitude, integrity and the wherewithal to see a deal through. "I strongly believe that you attract clients who match your style of doing business," she says. "I have been blessed to have clients who value honesty, trust and integrity. I look for creative ways to keep transactions together and find solutions that move everyone toward a successful closing. And I don't give up. As long as somebody wants to sell and somebody else wants to buy, there is a deal to be made!"

Kate Southard, Owner/Broker