

Kiki & Kristina SALCIDO

rising star ◀

K2 REALTY TEAM WITH REMAX ELITE

By Faerl Torres Photos by Editz Macias & Teresa Ramirez Real Eye State

Kiki and Kristina Salcido aren't afraid of relentless and uncompromising hard work. In the car on the way to their wedding, they were putting out fires on the phone in order to secure a deal with multiple road blocks. It's this dedication and compassion that causes their clients to return when they're ready to sell their homes or look at investment properties. Their goal is to be "a real estate agent you can grow with and learn from."

It's only been 2 years since Kiki and Kristina Salcido moved to New Mexico and became licensed REALTORS® and already they've won most of the accolades you can think of for a young team. But it's not the ding of email or call of contracts that drives them out of bed each day; it's the morning cacophony of their 35 animals waking them at their country home in the East Mountains.

The Salcidos met in L.A. at an audition for General Hospital—a love scene that set the stage for true romance. Within months of dating they were living together and making plans for their future in show business. A trip to New Mexico, where Kiki is from, rerouted their dreams when Kristina fell in love with the Land of Enchantment.

A week after deciding to make the move, the movers were booked, and the Salcidos made arrangements to leave their careers in show business and start anew in real estate. "One thing you'll learn about Kristina is that she moves fast once she's made up her mind," Kiki said of his wife.



With 6 people on their K2 team and a projected 24 million by the end of 2019, it may look like their climb has been seamless as well as fast, but it's the result of relentless and uncompromising hard work. "One of our first clients was told no by more than 20 other agents. Her budget was tight and no one wanted it," Kristina said. "She had every road block come up while trying to find a home suitable for her disabled daughter. We got creative with the lender and homes and had to learn how to get the deal done from A to Z, along with all these obstacles. We were on the phone in the car on the way to our wedding, putting out fires for the deal."

It's this dedication and compassion that causes their clients to return when they're ready to sell their homes or look at investment properties. Kristina says their goal is to be, "a real estate agent you can grow with and learn from." Kiki explained, "When we first started, we vowed not to let anyone feel left in the dark, the way we did when we first tried to purchase a home to flip. We got screwed around and we don't want anyone else to experience that. We take an educational approach; talking to clients about passive income and legacy."

Legacy is a defining word for the Salcidos, particularly now that they're expecting their first baby in August. He's developing an educational curriculum to teach high schoolers financial literacy; a program he hopes to implement in some of New Mexico's poorest counties. "I grew up...seeing all these kids without mentors or opportunities," he said. Kiki envisions a program teaching kids how to make their money work for them from the beginning, when they're getting their first jobs. "The goal is to have these kids take control of their money to eventually become small business owners in the community," he said.

The Salcidos' generosity doesn't end with people in their community. They're active volunteers at the Edgewood Animal Shelter and sponsor Walkin' in Circles Ranch, a horse rescue. Kristina has always had a passion for animals, founding a dog rescue with her mom in Boston, where she's from, and dreaming of having a farm, a vision Kiki shares.

Their goal for the next 5 years is to grow K2 to 10-15 team members, allowing them to work from home, spending more time managing their team and less time "in the trenches" with contracts. "We want to be entrepreneurs who built the company on the right foundation, with the right morals, to have a legacy," Kiki explained. "We want to make sure our brand is the one people go to because they trust us, and we educated them."

The success they envision extends beyond their business. "I've seen so much personal growth since being in this profession," Kiki said. Though they're both in real estate for totally different reasons—Kristina loves the art of the deal and competition and Kiki loves the client interaction—it's the opportunity to put their passion for family and the future first, that keeps them going. "What I love about real estate is the lifestyle by design; how it allows us to build a legacy for our family," Kiki said. Clearly, their priorities—family, trustworthiness, business, and community—are paying off.