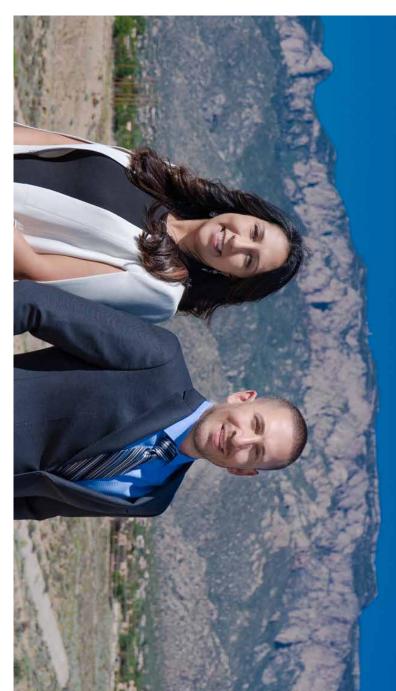
REALTY

Realty One of New Mexico



>> top producer

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

ELIAS MEDINA

believes partnership is a driving force in achieving success, and along with his business partners, built L & M Realty on a foundation of teamthinking and partnership. "...We're about growing as a team," Elias said, finding the most fulfillment in earning the trust of both his agents and clients.

Top Producer Elias Medina values education and learning it's always been close to his heart. His wife, Lucia, is a teacher and comes from a family of educators. "It's something we're closely tied to," he says. "We would make sure her classrooms were fully stocked from supplies to…coats for the kids and sometimes money for families." His team L&M Realty, co-hosts events to support Feed NM Kids and Spirit of Children to continue their support, partnering with a mortgage company to do the most for the community.

While education has always been important, Elias believes learning is a flexible, lifelong process and recognized he was best suited to a less traditional path. "I went to UNM for engineering, but realized I wasn't the typical fit for getting a degree, then having a career."

Not one to waste time, Elias left UNM and returned to northern New Mexico, where he's from, and began working in accounting, which eventually led to a job as an appraiser. "I'm a numbers person and it was all numbers-related," he says. After working in rural appraisals all over the northern part of the state, Elias moved to Albuquerque, believing he'd find more opportunities and a higher ceiling for earning

He quickly realized the move was a smart one, finding success in the metro-enea, but questioning whether he could do better on his own. "A year in, I realized I was putting in more time and energy than the. owner. I felt I was more invested than he was," Elias says. "I realized if I'm gonna work this hard, it should be for something I own."

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wall the control of the best to group was known as one of the best to rown, with more work than he rould up relationships with REAL-droRS* and mortgage companies, arming a reputation for excellence and trustworthiness. After the market crashed in 2008, appraising banged and lost its shine as he was the forced to give up direct client interface and go through middlemen. These new entities were telling was how to do our business serverts or was to be companied.

He'd been approached by real state agents looking to recruit him for years and burn-out had him considering the next move. After an informal interview with one of the top agents in town, he went for it, getting his license and starting with Keller Williams.

nonths, Elias worked both — Fro ls and real estate. "The — es,

full-time jobs, so it was hard," he said, recognizing after a short time if he was going to take it the next level, he'd need to make a decision about which to pursue. "I decided..to go into real estate full-time," he says. But once again, his instinct was right and eight months in he was running the buyer side of his group, overseeing 10 agents at a time.

own team, Elias wanted to bring a unique approach to the group. "We (his business partners, Justin, Alicia, and Lucia) talked about how we'd do it and figured, if we're goma build a team we want all the agents to feel they get the recognition they deserve," he says. Elias believes partnering success and they structured thinds a coordinely.

From compensation and bonus es, to agent-appreciation even

on a foundation of
team-thinking and
e partnership. "We have
the most talented, most
dedicated agents...because
they believe in what we
stand for. We're about growing
as a team." Elias said, finding
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trust of both his agents and clients.
"I'm in it for them...That's a big reason we've had the success we've ha
Our model is that we work for then
they don't work for us."

His approach has paid off, but it's his passion for the personal that keeps him going.

"What I really enjoy...is that I get to meet a variety of people that all have a basic need, he says." It's a business, but I try to make everything personal...Which is a different approach because when you get personal you get burned. But I'm okay with that, because at the end of the day I can rely on referrals, because I've al ways taken care of people." And with the number 5 spot in the ABQ Real Producers Top 300, it would seem they're taking care of him in return

