

L & M 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 team-thinking 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-area, 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.”

...

Within three months of starting his own business, Elias's appraisal group was known as one of the best in town, with more work than he could handle. During that time, he built up relationships with REALTORS® and mortgage companies, earning a reputation for excellence and trustworthiness. After the market crashed in 2008, appraising changed and lost its shine as he was forced to give up direct client interaction and go through middlemen. "These new entities were telling us how to do our business, reports doubled in size, and we were paid less," he says.

He'd been approached by real estate agents looking to recruit him for years and burnt-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.

For six months, Elias worked both appraisals and real estate. "The

real estate was like two or three 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.

When it was time to start his own team, Elias wanted to bring a unique approach to the group. "We [his business partners,

Justin, Alicia, and Luceta] talked about how we'd do it and figured, if we're gonna build a team we want all the agents to feel they get the recognition they deserve," he says. Elias believes partnership is a driving force in achieving success and they structured things accordingly.

From compensation and bonuses, to agent appreciation events,

L&M Realty is built on a foundation of team-thinking and 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 the most fulfillment in earning the 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 had. Our model is that we work for them, 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 always taken care of people." And with the number 5 spot in the ARQ Real Producers Top 300, it would seem they're taking care of him in return.

**WE HAVE THE MOST
TALENTED, MOST
DEDICATED AGENTS...
BECAUSE THEY
BELIEVE IN WHAT WE
STAND FOR. WE'RE
ABOUT GROWING
AS A TEAM.**

