

Building Relationships Right from the Start

BY ANDY DENNISON
PHOTO BY TINA LARKIN

Walk through the door of Taos Properties Real Estate Investments' office behind Taos Plaza, and you feel like you've been welcomed into a classic Taos home. It's got the vigas, the tile floors, the weavings hanging on the adobe walls. Wander in farther to the solariums, where the diffused sunlight soaks your body with warmth, where tropical plants and local herbs flourish. It's a cozy, intimate place where you'd just like to set for a spell, sip an iced tea and chat.

That's exactly how Lisa Cancro wants it, because that's how she views her work at Taos Properties.

"When you come in, we want you to feel nurtured, comfortable and secure," Cancro said recently. "Our office is an extension of who we are and how we go about our business."

Lisa and husband John bought Taos Properties in 1999 after choosing Taos as a place to fulfill their love of the outdoors and raise their two daughters. In a small boutique agency like Taos Properties, it's always been important to build relationships. And that starts with listening, Lisa said.

"I love to be with people," she said. "I love to listen to them, hear their stories, learn their background. From that point, we begin to build a relationship that we are going to have over our duration of time together. We embrace that idea because, whether buying or selling real estate, it's personal."

Lisa describes herself as "super-organized" who won't leave anything to chance. It's important to be clear about all the issues and situations that might come up, because everyone has different expectations and pace to this process, she said. It's critical to know who your clients are.

Whether buyers or sellers, Lisa wants all clients of Taos Properties to know that she will stick with them throughout the process and figure out how to make it work. Sometimes, it takes a year or more to match buyer with seller, so building a relationship based on trust and honesty is essential.

"For the buyer, it's about exploration and adventure," Lisa said. "For the seller, it's about understanding the market, what it takes to sell and getting into a selling mode."

Critical to both sides of the equation is staging a house that has gone on the market. When preparing a home for staging, the devil is in the details, Lisa said, everything from hanging clothes neatly in closets to placing area rugs in just the right spots.

"I like to stage a house in a simple, uncluttered, Zen-like manner," Lisa said. "That's because everyone is going to live differently in any one house. Keep



it simple and, when it's shown, the potential buyers can see themselves in the house."

Lisa views part of her job as a counselor, and that role often comes to the forefront during the staging process.

"It's when we're staging that people begin to realize that they are about to shift their lives," she said. "I try to guide them through the process, and get them ready to consider an offer. Most often than not, sellers are nervous and anxious, but that can be overcome with trust, something we build right from when we first meet."

Ever the optimist – "I wake up every day looking for what can be done." Lisa sees the Taos real estate market is turning a corner and heading upward. People have been in survival mode for the last couple of years, she said, but it's also given them time to re-evaluate their goals and future.

"It's OK, this new world," she said. "Yes, no one expected it, but it's OK to make mistakes. We all do. And, it's prompted personal and spiritual shifts in how people view things.

"For our agency, we've always been cautious, even during the good times. We've been sure to think things through, not take anything for granted. That really helps in this new world. We know how to handle all types of times."

Another "new world" that has settled into Taos Properties is the worldwide web of the Internet. Lisa believes that, at sometime during the process, most of their clients click on www.taosproperties.com. Because of that, Lisa has embraced social media as another way to build relationships with customers.

On Facebook several times a day, the agency posts its property listings online, and Lisa likes to link articles from other media about the economy and mortgage interest rate trends. Recently, she put up links to feature stories on Taos from *The New York Times* and *Washington Post*.

At the end of the day, everything they do at Taos Properties is aimed at making people comfortable, building relationships and helping them realize their dreams.

"This business is about imagining things, imagining your house selling or finding the right house to buy," Lisa said. "For me, that's the fun part." 

Call Lisa Cancro at (575) 758-9500 or (800) 400-TAOS (8267) or visit www.taosproperties.com for more information.