

TOP AGENT MAGAZINE



STEVE KAER

Broker Steve Kaer embodies perseverance and, after 35 years in real estate, he'll tell you he's more devoted and driven than ever. "If I have a specific edge, it's the gratitude that a lifetime of experience has taught me,"

says Steve, of Coldwell Banker's Kaer Property Group in Portland, Oregon. "I have immense gratitude for my team, for my clients, and for the love of my job." Then again, Steve quickly points out, real estate is never just a job, it's a lifestyle: one of investment, education, strong relationships, and excellent knowledge of your product.

"I define my success in this business through the old saying, 'People do not care until they understand how much you care.' This is why my team is so vital, because we all hold each other accountable to a high and sincere level of caring." Steve's much more eager to talk about his team than himself. "Look, I've been in real estate so long that I don't remember much about starting. Instead, I focus on, every day, making a significant impact in the lives of others. This is why I do what I do." Steve explains that his firm belief in real estate comes from his faith in the market's long-term financial security. "Having been through numerous recessions, and having seen all the ebbs and flows, the peaks and valleys, I remain confident that when the market dips it always returns stronger."

It's this precise optimism and vision that makes Steve an outstanding leader. "Over time, you come to see that you can only lead by example. It's about action—you can't avoid confrontation and you've got to be available, not just physically, but mentally." Of course Steve qualifies this remark by, yet again, dodging the limelight: "Hey, if I'm an effective leader, it's because I have a fantastic coach. I've been training under Rick Ruby's CORE program for seven years, and he continually reminds me that the harder I work, the luckier I am. That's how I define and measure success: how my team and I implement transactions with both competency and patience."

If one defines success by sheer figures Steve and his team of four agents and two administrators are undeniably prosperous. Year-to-date, they're up 20% in

total volume since 2013, having so far sold 78 houses, with 25 current listings. Yet Kaer Property Group is still diligently in pursuit of their 2014 target to sell 144 homes. "Our numbers are having the best year yet, and we've beat our numbers every year since 2006, even despite fluctuations in the economy," says Steve, whose realty expertise has garnered him a Coldwell Banker's Top Agent rank in the Portland Metro area for 10 years running, and a current Top Ten spot among CORE Training's national membership of REALTORS®.

And while Steve is certainly proud of these personal accolades, he won't linger on them. Steve's greatest accomplishment is his family. Their 11 year old daughter keeps both Steve and his lovely wife of 32 years engaged in many school activities, sports, and recreation. With a shared love of waterskiing, surfing, and wakeboarding, most summer evenings you'll find them somewhere on Oswego Lake. "And like myself, my team puts their families and community first, so that we can give the best service. We give to each other, like a strong family, and then extend that family sense to our clients."

Kaer Property Group also prioritizes their city by leading through example. So far this year they've donated over \$27,000 to local charities, and, says Steve, his team is "currently restructuring our entire charity and fundraising model so that, every year, we can make even more of a positive impact in and around Portland."



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