

Kathy Cannon

Friendly, Relaxed and Refreshingly Honest

By Joseph Lilli
Photos © Webb Photography

Talking with Kathy Cannon for the first time is like talking with a dear and close friend. Sitting in her mentor's office at Joyce Klein Realtors, dressed casually in jeans and a lime-green blouse with matching jacket, she's friendly, relaxed and refreshingly honest. Tossing her blond hair, she exclaimed, "I'm a huge risk taker, and you can say that in capitals."

Declaring she's a risk taker is an understatement. She went on to relate how she entered a romance with a man cross country after a chance meeting, how she and her two children left their home in California and moved "lock, stock and barrel" to San Antonio to start a new life and how in her mid-40s she suddenly quit a good paying, prominent sales job to plummet headfirst into a new career—real estate.

Speaking softly and with feeling, with the assurance of a woman possessing inner strength and who knows her own heart, Kathy said she quickly overcame her initial fears. "Once I decide to do something, the fear's gone already."

Soon after she moved to San Antonio she married her long distance love, Jim. They live with Kathy's youngest child, Benjamin, a high school senior. She also has two daughters, Miko, a new optometrist doing her residency in Portland, Oregon, and Amber, a local energy company marketing rep. She's also fortunate to have her elderly parents live near her after they recently moved from California.

As the owner of a Corvette, she joined the Texas Corvette Association and the Alamo Area Corvette Association, social car clubs that support local charities, where she became close friends with her broker, Joyce Klein. Every time the two women got together, Joyce would say to Kathy, "You'd be so good in real estate." But she always replied, "I can't change careers now, I've spent too much energy in technical training. And, I'm too old to start something new."

Still, Joyce persisted. "She asked me again one day when things hadn't gone too well," Kathy said, "and in a weak moment, I blurted out, 'Show me where to sign.' I went on to pass the state realtor's exam on my first try, which is difficult, and got my license in June 2001. In a show of support, Jim went with me to real estate school. He got his license, too, with the intention of practicing real estate when he retires from teaching middle school."

The early going was tough, Kathy admitted. After all, she was new to San Antonio and had no established network of friends, family and acquaintances. But with an iron will to succeed, she jumped in with great enthusiasm and started working hard and getting in people's faces by way of Open Houses and being in the office every day.

"I'm very much a self-starter and I inherited my father's strong work ethic," she exclaimed. "I can get up and get going every day. Some days you get thrown off your horse like when a big deal blows up, and it's very disappointing. But I take the fall that day and then get up ready to go again the

next day."

It didn't take Kathy long to achieve success. A Multi-million-dollar producer, she was the top sales agent at Joyce Klein in 2004, 2005 and 2006. "I put my time in and it really did pay off in the long run," she said. "But then, I have an enormous drive to be at the top of my field. However, while I'm not THE top realtor in San Antonio, my best year is \$7.5 million. I'd be happy if I never sold more than \$7.5 million just so long as I do my very best for my clients."

And doing her "very best" for her clients largely explains Kathy's success. "If you make your clients feel special, they will feel good about doing business with you. Go out of your way for them. When there's a problem, take care of it. Show your clients that their doing business with you really matters."

She continued, "Buying a home is almost always an exciting and happy occasion for the client, so it's easy to ride the wave with them during that period of time. The mechanics of the selling process, however, is different and sometimes involves more stress. It's important to be the strength and guiding

