

photography by Enrique Fux of M&E Image and Design

programs and being a part of the management team that initiated the first simulcast of radio broadcasting and Internet webcasting in Orlando.

Never afraid to venture into uncharted territories, she entered the world of real estate when a client hired her to market his commercial mortgage company. As a rule, in order to market a product or service effectively, Kathy learns as much about the business as possible. She immersed herself in the mortgage business to such an extent that the client convinced her to obtain her mortgage license. Kathy accepted the challenge and quickly learned the ropes. Her forte was in securing commercial and SBA loans for hotels, assisted living facilities, convenience stores, and strip malls.

It wasn't long before her customers began inquiring about other properties they were interested in. That prompted her to pursue a real estate license in order to better service her existing mortgage customers. At a time when most companies were focused on residential real estate, Kathy honed her skills as a commercial agent. Her experience in commercial lending was instrumental in her success. "It is important to be knowledgeable in the financing aspect of the real estate transaction in order to help customers fully understand the entire process. More often than not, the financing can make or break a deal."

Thinking outside the box, Kathy sought other opportunities within the industry that would propel her real estate career further. She accepted a position to publish Broker Agent Magazine's Greater Orlando edition as a way to bridge her passion for media and marketing with her real estate and mortgage careers. This tremendous opportunity allowed her to meet the movers and shakers in real estate. "I have been fortunate to meet many top-producing agents who have been willing to share the secrets of their successes. I have learned so much from them."

One area that Kathy has been immersed in even at a young age and one that has complemented her real estate career is the practice of feng shui. "Feng Shui is both an art and a science. Its aim is to create balance



Kathy Llamas

Exceptionally Driven

Multifaceted, innovative and creative, Kathy Llamas thrives in her ability to run several businesses cohesively. Although many know Kathy, not everyone knows of her level of expertise in numerous professional fields.

Armed with a degree in Broadcast Communications, she worked in radio and television for many years. Her experience ranged from on-air hosting to production, sales and broadcast management. She

is a Certified Radio Marketing Consultant (CRMC) and was a recipient of the top award in media sales from the American Women in Radio and Television (AWRT). She is President of KL Comm, a communications and marketing company engaged in media consultancy, publicity, product development and the marketing of people, products and services on television, radio, print and the Internet. She is a publicist and a freelance writer for several publications offline and online. Her noteworthy accomplishments include interviewing hundreds of celebrities in her years of hosting radio and television

Affiliations:

Orlando Regional REALTOR® Association (ORRA)

Florida Association of REALTORS® (FAR)

National Association of REALTORS® (NAR)

Women's Council of REALTORS® (WCR)

National Association of Hispanic Real Estate Professionals (NAHREP)

Asian American Chamber of Commerce (AACC)



American Chamber of Commerce (AACC), as well as a member of the National Association of Hispanic Real Estate Professionals (NAHREP). She adds, "Because real estate is global in nature, one must be prepared to do business with people from all over the world."

Currently, Kathy is affiliated with Keller Williams Realty at the Parks and is a member of the KW Condo Team/KW Asset Marketing Team. "It's a great group of dedicated, hard-working individuals who are focused on winning."

and harmony in one's life, home or business. As a child, my mother would tell me what was good or bad about the design and layout of a house or the location of a property. I grew up familiar with feng shui but not understanding it fully." To satisfy her interest in the subject matter, Kathy studied the ancient art and became a certified feng shui consultant. Kathy adds, "It is a very interesting field that is rapidly gaining popularity. Even Donald Trump has a feng shui consultant in his employ."

A key component of Kathy's business plans is her emphasis on marketing. "Other than working the business and marketing the products and services you provide, you also have to market yourself not just to prospective customers but to your peers as well. People need to know who you are and feel comfortable dealing with you." Kathy always treats her customers and peers with a respect that stems from a genuine willingness to help them achieve their goals. She periodically holds informal roundtable meetings aimed at helping others in whatever business they're

in. Her sphere of influence is extensive and over the years her network has grown exponentially.

Even with a full plate, Kathy finds time for worthwhile endeavors. As a graduate of Leadership Central Florida, she has become an integral part of the community she serves. She is not only a member of the Orlando Regional REALTOR® Association; she also sits on several committees including the Affiliate Forum, The Communications Committee and the Expand Your Market Task Force. "It is important to be an active member of the REALTOR® board in order to reap its benefits."

Kathy is also involved with the Women's Council of REALTORS® (WCR). As part of the 2009 team that will lead WCR's Orlando chapter, Kathy is excited at the prospect of helping the organization grow. She has a track record of successfully increasing membership in several organizations she belongs to. She is a board director and former vice president of the Asian

Whenever she can, Kathy takes the time to be one with nature. She grows a variety of exotic plants in her zen garden such as bamboo, sugar cane, mangoes, papayas, peppers, and a myriad of organic herbs and vegetables. "I am trying to do my share to make our planet a better place."

Kathy does not believe in resting on one's laurels. She ponders, "The world around us is constantly evolving and we must continue to reinvent ourselves—not only to compete and stay ahead of the pack but also to create a life of purpose, passion, peace and prosperity." ★

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