



It may seem that a career in the arts and one in the real estate industry couldn't be any more different. However, Kevin Martinez of Bohemia Realty Group has found many similarities between the two—in both the work itself and what it takes to be successful.

When Kevin moved to New York City to pursue his acting career, he enlisted the Bohemia Realty Group to help find his apartment. Shortly after, he was approached by the firm and encouraged to get into real estate. "I was looking for something to supplement my acting in between gigs and found that real estate is not just a side job, but a great career to pursue," says Kevin. "I really flourished and now I'm able to help a lot of other people who are just starting out in acting like I once was." Today, Kevin assists his clients in finding rentals in Uptown Manhattan, primarily in Upper West Side, Harlem, Washington Heights, Inwood and the Bronx. And the longer he's been in the business, the more he sees his clients come back to him when they're ready to buy.

Just as you need to be able to improvise and think quickly on your feet in acting, you have to do so in real estate, as well. "There are so many avenues a client can go through to find a property and because of that, you have to invest a lot in every client with no guarantee they're going to rent with you," says Kevin. "It's the same thing in acting."

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You hire audition coaches, get voice and acting lessons, and you have two minutes to impress somebody who may not choose you. So, you have to learn to be very resilient and not take rejection personally."

No matter the professional strategies he has in place, Kevin's success is also a result of his outgoing personality and friendly demeanor. "I believe that in the service industry, your customers will feel connected to you and trust you when they see you as a friend," he says. "I'm brutally honest with my clients from the very beginning, and people appreciate that. I'd rather give all the facts upfront instead of creating a false sense of security by telling them what they want to hear."

Aside from acting and real estate, Kevin is active in his church, enjoys exploring and discovering new places within the city, and takes part in community outreach classes offered by Bohemia Realty Group. "We've recently begun to host free workshops for people in the community. The next one will be for those who are thinking of buying a home. It's not for us to gain clients, but to provide some insight on what they need to do to get prepared."

Kevin has found a rhythm in juggling both careers—managing his own schedule in the office and choosing which clients he wants to take on means more freedom to be selective about his auditions and shows. "These are equally tough businesses to be in, and you have to work really hard in each one, but it's so worth it," says Kevin. "I love having that balance in both of my careers because I see just how much they complement each other."

Kevin Martinez

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