



When Kenny Patton first pursued a real estate license, he never expected it would become his successful, full-time career. “I had a few friends who got into real estate and one of them even owned his own company,” Kenny recalls. “I decided to get my license just because I thought it would be good to have.” But after his job in the medical industry wasn’t living up to his expectations, real estate became the next logical choice. “It was kind of unexpected, but was lucky I had it to fall back on.”

Now nearly five years into serving clients throughout the Seattle area in Pierce, King and Snohomish Counties, Kenny has carved a unique niche in the business by working with both residential home buyers and sellers, as well as real estate investors. “About 50% of my business is with investors, whether they’re looking for properties to flip or wanting to buy and hold as rental properties,” Kenny explains. But no matter the type of client, they all share one thing in common. “I treat my clients like family, I think that’s one of the main reasons they choose to work with me,” he says. “I approach every transaction as if it were my own and ask myself if it were me, how would I want to spend that money.” And there’s one more, slightly surprising thing that sets Kenny apart in a highly competitive market. “I always answer my phone. You’d be surprised how many agents don’t,” he adds.

Maintaining a sense of honesty and integrity is also an important aspect of the way Kenny does business. “Simply being honest and always being there for my clients when they need me really goes a long way,” he says. Adhering to those values has helped Kenny develop

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a strong base of repeat clients and referrals — he estimates about 70% of his business is a result of them — and he has every reason to believe that number will continue to grow.

Experiencing life in a structured, corporate setting before entering real estate has given Kenny a perspective he’s happy to share with others who might be thinking of making a similar move. “To be successful in real estate, you have to be self-motivated,” he says. “You’re on your own a lot. You have to be organized. And you have to set goals and stick to them or you can get easily distracted. I know a lot of people who got into the business and are out now because they didn’t have a plan to grow their client base beyond working with friends and family.”

Based on the recognition he has received, it’s safe to say Kenny’s business has stretched far beyond his immediate sphere of influence. For the past two years, he was listed among the Top 10 agents for total transaction in Pierce, King and Snohomish Counties. “I’m really proud of that, especially as someone who doesn’t have a team. I’ve closed more than 100 transactions in the past two years.”

Those days of not having team are likely to be short-lived, however. In fact, one of Kenny’s current goals is to begin building his team. “That feels like the next natural step,” he says. “And I want to help other agents grow their businesses and show them a path to be successful in real estate.”

Kenny Patton

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