

A strong believer in 'the Golden Rule'

BY TERESA DOVALPAGE
PHOTO BY TINA LARKIN

Diana Martinez brings an impressive background to the real estate world. She has worked in radio, newspaper advertising and marketing for over 20 years, and she is bilingual.

Currently, besides her career as a Realtor, Martinez works with her husband, Juan Martinez, at Tierra Blanca Construction, a company that builds spec adobe and custom homes, plus restores historic structures.

"We are both in the business of building and selling homes," she said.

They are also active members of a Christian music ministry and own a recording studio. She has coordinated several Christian concerts at the Taos Center for the Arts with the help of local sponsors.

Martinez is a strong believer in "the Golden Rule," both in her personal life and her business deals.

"I treat others as I would like to be treated," she said. "I value each customer and approach my business with a strong sense of ethics, honesty and professional standards."

A TYPICAL DAY

"I like to start the day by giving my Lord and Savior Jesus Christ all the glory and honor," Martinez said. "The Lord gives me the power and strength to prosper."

Her workdays usually start at 8:30 a.m. but her schedule is never the same.

"Some days I am working in the office," she said. "Others I may be showing properties, meeting with clients, potential prospects or the Environmental Department regarding septic issues. In the end, it's all about doing my due diligence for my clients, and never having a dull moment."

She also believes that people need to live a balanced and active life.

"My daughter Melanie Romero is a certified Zumba instructor so I attend her workout classes," she said. "I also enjoy outdoor activities like hiking, skiing and boating, and spending time with grandchildren and the whole family."

For quiet time, she loves to read inspirational books down by the river.

A true Taoseña, Martinez has seen first hand the changes that the city and the area have gone through, and has a deep appreciation of the mix of cultures and lifestyles Taos has to offer.

"The fact that I am bilingual and bicultural, a product of that mix, has opened many doors of opportunities for me," she said.

CREATING A MOUNTAIN RETREAT

Martinez offers these tips to make your house look like a welcoming mountain retreat:

Have a well manicured lawn, neatly trimmed shrubs and a clutter-free porch.

If it is autumn, rake the leaves. If it is winter, shovel the walkways.

Invest a few hours in future dividends: clean up the living room, the bathroom and the kitchen.

Place some fresh local fruit in a bowl on the kitchen table.

Pull back the curtains and drapes so people can enjoy a good view of the mountains.

If the woodwork is scuffed or the paint is fading, consider doing some minor redecoration.

Remember, prospective buyers would rather see how great your home looks now than hear how great it would look "with a little work."

TECHNOLOGY IN THE TIMES OF CRISIS

In this ever-changing world, it helps to keep up with the latest technology, Martinez said.

"When the market crashed in 2009, I felt that it was a good time to find new ways to improve my business," she said. "I started taking a few classes at UNM-Taos. One was WWW Publishing with Perry Penick, a great instructor. This class allowed me to design my own website. This is one of the best investments I've made because I generate most of my business through the website."

In May 2013 Martinez graduated from UNM-Taos with a certificate in Digital Graphic Design.

She uses Facebook, LinkedIn and other networking sites to keep connected to her clients. She says her website gets 500 hits per day.

"Now, with the new trend of mobile devices, I have access to the cyber world in the palm of my hands," she said. "I'm all about working smarter and not harder!"

The biggest challenge in Martinez' job is that she is a one-woman shop.

"Sometimes there aren't enough hours in the day to finish everything," she said. "I am a salesperson and I also have to enter MLS data, update my website and design my own fliers. Oh, and I am a substitute teacher at the Taos Municipal School District when needed."

She would like to eventually expand her business and hire another agent and a secretary.

"But for now, I will continue doing what I am doing," she says with a smile. "And I thank the Lord for all His provisions." **EF**

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