

A Little Different

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On more than one occasion, realtor Lois Fernández has been able to match selective clients with the house of their dreams in just a single afternoon. “I’ve been known to sell someone a house here in two hours,” she says in her confident but unassuming manner.

Fernández doesn’t pin this kind of success on pushy tactics or rushed decisions. Instead, she says, she simply pays attention to what people want. “I’m very casual and low-key,” Fernández says “I just have a great ability to listen and to get it right away.”

During a trip to Taos three decades ago, Fernández first saw the area as an artist. After falling in love with the rich culture and creative environment, she says she always wanted to relocate here to indulge her passion for art. Five years ago, she fearlessly followed her ambitions and came to New Mexico as a single mother. She had three children in tow, knew no one and had no connections.

To add to the challenge, her third child, Alyssa, had been born with autism. In New Jersey, Fernández worked hard to become a well-known and highly respected advocate. Bringing her advocacy to New Mexico served as a spring board to integrate herself into the community while making positive change. She founded the Enchanted Dreams Foundation in Taos, and Fernández continues to devote herself to raising money and awareness for people with disabilities. “I do a lot of advocacy for individuals with special needs, here in Taos County and at the state level, developing legislation that benefits individuals who are disabled or elderly,” she says. Through her activism, she formed close relationships with many people in the area affected by disabilities.

To aid her cause, Fernández opened an art gallery to help fund Enchanted Dreams while raising additional awareness. The gallery also gave her a foothold in the Taos art scene, allowing her the chance to forge new relationships in another sphere of the community.

Three years ago, when she decided to try her hand at real estate, Fernández naturally needed to find a way to make it fit into the rest of her busy life. She says working out of a traditional office would not have fit with the other priorities in her life. “I needed to find a broker who was going to do real estate a little different,” Fernández says. After meeting with broker Peter Fay, she knew she had found her match. “He didn’t have big office with a lot of associates,” she says. “We both were entrepreneurial, and he got what I was talking about in terms of doing real estate.”

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Fay, who is also the proprietor of Graham’s Grille in Taos, brought Fernández in as a part of his real estate team. Together, she says they have managed to create a unique and comfortable real estate experience for their clients. “They don’t have that intimidation of walking into a real estate office,” she explains. “Peter’s restaurant is basically his venue, and my gallery is my venue, and we bounce back and forth between the two.”

For Fernández, her patience, understanding and a personal rapport with clients are vital to being a capable and trustworthy realtor. She has several stories of successful real estate deals that started as casual conversations in her gallery and ended as dinners at Graham’s Place. By the end of the meal the client is usually asking, “Where do I sign?”

Call Lois Fernández, Peter B. Fay Realtor, at (575) 751-7122 or (575) 770-9950 or stop by the Taos Artist Co-op Gallery at 226 Paseo del Pueblo Norte.