

# Real-Estate the Right Way



COPY & PHOTO BY SANDRA RICHARDSON

You've heard of wearing two hats ... well, this fellow wears two shirts: Peter B. Fay Realty and Graham's Grille. Peter loves Taos for the way it allows you to be whoever you want.

In 2001, Peter and his longtime partner, Lesley, arrived in Taos. "I took her to Sonoma, Calif., for 12 years — it was her turn to take me somewhere." That's what 23 years of togetherness gets you—a trade-off. "She chose Taos, where she had lived 35 years before. I grew up in the manicured environment of San Francisco society. I loved it here, where you have a double-wide sitting right next to a million-dollar home! I was very happy to be 'just one of the folks' here."

Peter arrived with secure investments. He didn't imagine he'd ever have to work again, but the dot-com bust changed all that. And that's what else long-term togetherness gets you—a team. Phoenix-like, they pulled together to rise from the financial ashes. He and Lesley worked at the ski valley, and then had a foray into hot dogs. Remember the two carts selling Peter B's Fabulous Dogs? Eventually Lesley said, "To hell with hot dogs," and started doing tamales and other things. But nothing was 'bringing home the bacon,' so Peter went back to California to re-invent himself.

In Palm Desert, he found himself following a suggestion by Taos Prudential realtor and friend, Joel Schantz. He studied, obtained his real estate license and became an award-winning broker in a Prudential office run by two classy ladies. His secret to landing so quickly in the top four percent nationally was to cater to each client's specific request. "I go to the nth degree to help a client find what they want. The dollars just take care of themselves." Two years later, he returned to Taos to ply his new skills. Real estate took him from rags to rebound — enabling him to invest in his next great partnership: Graham's Grille by Lesley B Fay.

Peter has an affinity for classy ladies — just look at partner Lesley. Classy — and she can cook! "Quietly proud," are the words Peter Fay uses to describe the life he and Lesley have made for themselves here. "I'm doing my job as an American. I'd like to think I'm a role model of the President's solution for saving the economy: Small business entrepreneurs. We employ 40 people, and I take that very seriously. I'm a red-

white-and-blue kind of guy." Other words Peter likes are "competent," "honest" and "hard-working." He doesn't even think to brag about their prestigious 2008 Bon Appétit magazine rave review: "This is the *IN* place in the Taos Historic District!" The article goes on to praise the "comfy atmosphere and Lesley's healthy, creative food at a reasonable price." Three years in a row, the restaurant has won Best of Taos awards. Lesley designed the décor and the food. Peter says, "She's incredibly creative. We got a lot of our money back buying and selling homes, with Lesley doing the design work. She's a great designer, but her real talent is cooking."

Peter does the marketing and greets each diner, saying: "I'm Peter, the owner, and you're gonna have a terrific dinner." Secretly, Peter tells me "the best part of the whole thing is being able to do something for someone, or for the community. It's fun to give stuff away — because we can."

Another classy lady in his life is his cohort in the Real Estate business, Lois Fernández. Peter shares a kinship with Lois: "We're both merchants. We're both survivors. We both have other businesses." Lois has the Enchanted Dream Foundation for Autism Spectrum disorders, and The Taos Artist Co-Op gallery. "We both know that service is the key to customer satisfaction."

In their new real estate flyer, Peter and Lois invite you to: "Let us show you our Taos! The unique flavor, character and history of Taos continue to captivate us. As Realtors, we love to help buyers find their own piece of history. As merchants, we get to send a piece home with you." Inside the flyer, amidst pictures of gorgeous houses, is a little history of Kit Carson, through excerpts from an interview with Hampton Sides, author of "Blood and Thunder."

Peter likes giving. "I'm good with buyers. I give everybody all I have to help them get what they want. I have great listings for sale, too." Whatever shirt he's wearing, he likes to wear the word "trustworthy" on the sleeve. 🇺🇸

Call Peter B. Fay Realtor at (575) 770-0475 or e-mail [peter@thefayway.com](mailto:peter@thefayway.com).  
Visit the website at [www.thefayway.com](http://www.thefayway.com).