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# HINDS TEAM

## KEEPING IT IN THE FAMILY

The Hinds Team at Windermere Real Estate in Madison Park represents the future of Real Estate. As a family business run by three confident and empowered women blending traditional real estate skills (local knowledge and personal relationships) with the adroit use of new tools (digital and social media), this dynamic team delivers the best service for their growing roster of clients in Seattle and beyond. One client summarizes what makes this team so special:

*"After several failed attempts to purchase our first home (and eight unsuccessful offers), my close friend recommended the Hinds team. They helped us negotiate terms for the home we wanted at a price we did not believe possible. Then they sold our condominium, setting a price record for our complex. This is a responsive team, always one step ahead. We will be using them for every future purchase or sale."*

The Hinds Team consists of a mother, Kathryn, experienced and successful in Seattle real estate, and her twin daughters, Taylor and Katie, who bring new ideas and initiatives to the business.

Kathryn Hinds grew up in Maryland and New Jersey. Trained as a nurse, she met her Irish husband, Jack, working in a hospital. When Jack, a gastroenterologist, was offered a position in Seattle, she pivoted to work in real estate, a business she learned with help from her father.

With \$550 million+ in sales and over 30 years of experience, Kathryn has consistently ranked in the top one percent for residential sales in King County. She attributes her success to the trust and respect she earns from her clients, and her tireless hard work. In her early days in real estate, she never took a day off. As she explains, "I was non-stop before cell phones, yet always at home for family dinners and always there for the twins. Sometimes they'd be with me at meetings on weekends."

Today, Kathryn retains the same passion for the business, with the added pleasure of working with her twin daughters and seeing how their skills take the business forward while she retains the values always core to her success. "Together, we work hard and trust and respect each other to do what's right for our clients," she continues. "Working with my daughters as a team is my favorite part!"

Taylor was the first to join her mother. After college, she worked for Nordstrom for a year. "I gained confidence and learned how to manage conversations and relationships," Taylor says, "and I developed a thicker skin, which I need today when negotiating for our clients."

After Nordstrom, Taylor worked at Tableau Software for 18 months, spending eight hours a day behind a computer. Dissatisfied, she knew



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she did not want a typical 9 to 5 job. She then explored a career in health-care down in San Diego managing travel nurses, where she was the behind-the-scenes Travel Experience Specialist. “I wanted so much more involvement and responsibility,” she explains. After living in San Diego for two years, Taylor and her now husband, Jake, moved back to Seattle to embark on an important career change into Real Estate. “I always wanted more, and growing up, I’d help Kathryn at her open houses. I decided that if I did not make the change now, I never would. I took online classes, got my license, and never looked back,” she says.

Straight away, Kathryn threw Taylor in ‘the deep end’ running open houses and showings to reinforce her confidence. Taylor hit the ground running, creating a new Hinds Team logo and an updated marketing plan. Kathryn relishes her ‘old school’ approach: the handwritten notes and the cookies at open houses, all of which continue. But Taylor is thrilled with her mother’s embrace of innovative ideas.

Kathryn’s existing business was almost all based on referrals, but Taylor looked at the contact database, cleaned it up, moved it to the Windermere system, and started marketing with three touch points - mail, social media, and a newsletter. While the business has grown, referrals remain the prime source of their business. They pride themselves on maintaining those important relationships to help nourish and grow their business.

As Taylor says: “Collaboration is so important - I can’t imagine this business without my mom and Katie.” Taylor and Katie are identical twins. They say they went to different universities to work out who they were as individuals but soon realized they

work better together. Katie listens. Taylor is all about action.

After graduating from Washington State University, Katie worked for Zooppa, a crowd-sourced creative platform. There, she worked with the sales team to generate leads by reaching out to advertising agencies and brands to create new partnerships for Zooppa. However, the company relocated to New York and laid off some of its Seattle staff.

So Katie joined Taylor at Tableau Software in 2017, and for four years worked in operations and order processing. Two years in, she took on a more senior role processing complex orders, however, she felt like her strengths were not being utilized to their full potential. She saw the real estate success of her mom and her twin, so she studied hard, obtained her license in just a month and a half, and immediately joined the team.

Katie has never looked back. “We do everything together. We create a game plan at the start of each week so we are all on the same page,” she says. “Real Estate is in our blood. We have a name and a reputation.”

The Hinds Team is well-positioned in the changing real estate business. With over 35 years in the business, Kathryn’s experience is greatly valued by clients. But as the twins note, “Times are changing and our clients appreciate our new approach.” Now they generate leads from Instagram, Facebook, and their friends and past colleagues. Taylor and Katie understand Seattle’s booming tech industry and the housing needs of this new clientele.

Yet the business is still about relationships, not transactions. Today, The Hinds Team is working with the children of Kathryn’s long-time clients and beyond. The Hinds Team is, as always, there 24/7 for their clients. Kathryn has no plans to retire (although with the twins’ involvement, she can travel more!).

To the Hinds family, Sunday night family dinners are sacrosanct. To their clients, their commitment to client service never changes.

