

Sisters broker seeks 'win' for everyone

In an interesting way, Ross Kennedy brings to bear his background as a coach and trainer on his work with real estate clients.

"If I'm helping somebody, whether it be in business or in sports, I want the best outcome for them," he said.

That outlook shapes every aspect of Kennedy's work.

"It's about the client. It's not about closing a transaction. It's about me enabling them to get the best scenario out of it. I do a lot of listening to find out what their needs are."

Working as a Principal Broker with Black Butte Realty Group, Kennedy has experience and expertise in every kind of property in Sisters Country. With a strong feel for the various pieces that make up Sisters' cultural quilt, he helps clients find just where they want to be in this surprisingly diverse community, whether they are looking for commercial property, a vacation home, or are realizing the dream of living in Sisters full-time.

As a loan originator, Kennedy offers clients "one point of contact for the entire transaction. At the end, the experience for the buyer is so much better."

Kennedy is equally versed in

the listing and the purchasing end of real estate transactions.

A skilled track athlete, Kennedy still competes in triathlons. He's serious about it — but more serious about the experience than about "winning."

"I have a competitive spirit," he said. "However, I want to enjoy the experience. I want everybody to compete at their absolute best."

Winning for the sake of winning isn't a motivator.

"I never want to take advantage of a situation," he said. "I want it to be the best it can be." And he always comes back to the critical aspect of lending an attentive ear.

"Everybody is human," he said. "Everybody has their own story, and you have to support their story and their journey." Kennedy says that he truly loves his work. It gives him the flexibility to be a family man and a volunteer coach.

"I don't feel like I'm missing out on my kids' life and my family life," he said.

Raising a family here, Kennedy is deeply invested in the vitality of Sisters. And he likes to share the community's spirit, values and vitality with clients. "We're a community of support," he said. "There is a rising-tide-raises-all-boats mentality."



PHOTO BY JIM CORNELIUS

And that's more important now than it has ever been.

More than simply seeking to close a deal, Kennedy seeks to help his clients find their place here.

"I try to educate them about our culture, the Sisters culture," he said. "What part of the culture makes sense to them?" Ross has volunteered on campaigns to support the schools through passage of construction bonds and a local option levy; has served as an assistant coach in track and field and basketball; and volunteers each year with the Sisters Outdoor

Quilt Show. The can-do outlook is built into Kennedy's nature; it's the bedrock of his work and nothing satisfies him more than seeing it all come to fruition in a positive outcome.

"I love the end of the transaction," he mused. "You've created this wonderful experience."

Experience teaches that there are always options.

"You never have to do it just one way," he said. "I'm not trying to solve the problem at the moment. I don't have to be reactive. I can problem-solve because I've been there, done that."

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