

resident business beat

Carl Krause & Deneve Sam Las Cruces REALTORS®



If you're a Sonoma Ranch neighbor who owns or runs a local business, let's tell all your neighbors about it! Send an email to Tamera. Ahner@n2pub.com, and we'll make it happen.

Your neighbors Carl Krause and Deneve Sam are REALTORS® with the Las Cruces Home Team at Enchanted Sun Realty. Enchanted Sun Realty helps people buy and sell real estate – but their focus is on guiding their customers through the process to address their individual needs and challenges – whether it be financing, move-up, move-down or relocation. We took some time to get to know the couple a little better and invite you to do the same.

How long has your business been open? Although we have over 20 years of combined real estate experience, we started the Las Cruces Home Team at the end of 2019. We've paired ourselves with Enchanted Sun Realty: a small, local real estate company which embodies a like-minded service mentality. Sandra Espiritu, the owner, and the entire Enchanted Sun Realty team are a fantastic group of people.

What prompted you to start your own business? We simply love to serve others as we've been doing this in different careers throughout our adult lives. Working with people

one-on-one to help people reach their goals is very fulfilling to us. It also allows us the freedom to come up with solutions for our customers. Just the two of us make up the Las Cruces Home Team, while there are about 15 total agents that work with Enchanted Sun Realty, ourselves included.

We've worked with larger real estate firms – both local and national – and we've found the smaller, local company to be more agile, more flexible, and have agents that are more connected with each other and the community. It's easy to gauge the quality of a real estate company by the number of brokers who are constantly coming and going. At Enchanted Sun, we've yet to see a broker leave for a different company in town.

What makes your business unique? We offer a complete Buyer Concierge service – all at no cost – which reflects the duties and services that are typical in states that practice Buyer Representation – very atypical in Las Cruces. We've earned one Accredited Buyer Representative designation, which was first earned in the 1990s, and are working on the second. Our goal is to be the only team in Las Cruces in which the entire team has earned the Accredited Buyer Representative designation.

Grounding ourselves in the tenets of Buyer Representation is a different mindset than the typical transaction broker mindset that is commonly found

locally. For sellers, we offer a complete marketing package along with alternative selling solutions geared at reducing selling costs by taking advantage of current market conditions.

What advice can you offer to the residents of this neighborhood?

If you're in need of real estate service, take a look around to see the different levels of service that are offered by different brokers. If you take this time, we're sure that you'll find that there is often more than the traditional approach, especially in selling a home. With larger firms, we think you'll find that there's only one way to do business, with minimal flexibility to adapt to the individual customer. We love the challenge of finding solutions for our customers, something we found lacking in the bigger companies that tend to be much more rigid. We love to talk about the real estate business! Call us any time to talk about what's on your mind.

How did you decide on this industry? We were attracted to the real estate industry because it offered us the opportunity to serve others and take



advantage of our work ethic, without the boundaries that we have found in other organizations in which we have worked.

How long have you lived in the neighborhood and what do you like about it? We moved into the Sonoma Ranch neighborhood in May 2010. We loved the feeling of the neighborhood and its proximity to public lands. We love the sidewalks, trails, the rolling hills, the mountain views, parks, and how close we are to the amenities and businesses we frequently visit.

Where did you grow up?

Deneve grew up in Orange County California and spent most of her younger years on the sandy shores off the Pacific Coast Highway. Carl was born in a small town outside of London as his father was in the Air Force; his mother was from England. Carl spent many of his younger years in England and Germany, but he also had the unique experience of residing in several states due to his father's military

assignments. We met about four hours outside of Las Cruces in Sierra Vista, AZ.

Tell us about your family.

It's just the two of us and our 5-year-old Canyon. He keeps us busy on the home-front! Thankfully, Canyon enjoys the outdoors, which is one of the reasons that we found Las Cruces such an attractive place to live in our research before moving to town. It's amazing that this little town has two national monuments, is the birthplace of the space industry with White Sands Missile Range, and is on the forefront of commercial space activity with Spaceport America being located just about an hour north. There's much to do here within a six-hour radius.

What are your hobbies/interests? As a family we enjoy hiking, visiting national parks and monuments, and spending time with friends and family. Deneve also enjoys gardening, crafting, and raising chickens!

Las Cruces Home Team at Enchanted Sun Realty
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