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snedeker

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profile ◀

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LEGACY PROPERTIES

Taking the Road Less Traveled

“Two roads diverged
in a wood, and I—
I took the one less traveled by,
And that has made all
the difference.”
— Robert Frost

When looking back at her own path, Kristen Snedeker echoes the same sentiment. Never caring much for what others did, Kristen has always followed her intuition, even if it wasn’t the most popular thing or what was “expected” of her. This has allowed her to take risks other might not have, both in life and business, which, in the end, has made all the difference.

Kristen grew up in Marin County. Both her parents were successful working professionals. Her mother was an executive at an advertising agency in San Francisco, managing several high-level accounts. She taught Kristen to be driven, independent, and that women can have it all.

Kristen decided at a young age that she was more interested in experiencing life than taking the path already



carved out for her. After a brief stint at a local university, Kristen found that her time was better spent traveling and obtaining real-world knowledge, which would help shape her as a strong, independent woman. Kristen lived in Florida, Lake Tahoe, and finally settled in San Diego, where she entered the workforce and began building her resume. Kristen worked in the surf industry for the next several years at the Rip Curl corporate office in Carlsbad, CA, in both admin and sales roles.

Kristen met her husband, Darin, in San Diego during this time. He had

just graduated from the fire academy in Northern California and was visiting the area, looking for possible recruitment opportunities that would allow him to partake in some of the best surf around. She knew right away she had met the man she was going to marry, and that’s just what she did many years later.

Kristen and Darin left San Diego in 2004 when Darin was hired at a local fire department, and they bought their first home in the South Land Park neighborhood of

Sacramento. After going through the home-buying process, she could see how real estate would be the perfect fit for her and knew she had found her future career. Plus, she knew she was never meant to work a traditional schedule and sit behind a desk all day, so the flexibility of real estate was appealing to her. She wanted to be her own boss and continue to live life on her own terms.

Kristen set out to carve her own path in real estate in 2005. “I have never worked at a big box brokerage and have never been traditionally trained or had a mentor or been part of a team. Everything I have learned in this business I taught myself, which I don’t necessarily recommend, but it has served me well,” she says.

Having a strong drive to succeed made Kristen nimble enough to survive all the ups and downs she would encounter along the way, starting with the 2008 market crash, when she was approached by a local broker to manage their foreclosure department. She soon became the Vice President of Operations of that brokerage, marking the start of her real estate management career. As the market progressed, she pivoted again to negotiating short sales and then back to a traditional equity-based market.



After several years of successfully managing that firm, Kristen figured it was time to start her own brokerage. So, she obtained her broker's license in 2013 and formed Legacy Properties. "My intention initially was not to grow a large brokerage, but rather just to be my own boss, make my own rules, and have my own brand," Kristen explains. "Over the last nine years, my brokerage has grown organically without any active recruiting, and I now have nine agents with me and am poised to expand even further over the next 12 months. Watch out for big things coming!"

Kristin says she aims to bring a level of kindness and positivity to her business by practicing "being a human first and a REALTOR® second. I put a huge emphasis on always doing the 'right thing' and taking the high road in all my business interactions. I firmly believe that what goes around comes around, so I am always conscious of living my life with that in mind. Success to me is closing the best deal possible for my clients, while knowing I stayed true to my core values and that I've made a positive impact in someone's life," she says.

Continually exploring the varied paths of real estate, Kristen's newest venture is in real estate investments. Just a couple years ago, she decided it was time to focus on building a portfolio of cash-flowing rentals to create residual income for retirement. After several books, podcasts, and hours of research, she decided to jump in and purchased her first



out-of-state investment property. Today, she owns several properties in Idaho, Texas, and Ohio, and is looking to build her portfolio even further over the next few years.

Kristen believes that one of the biggest perks of real estate, however, is that she can have a full-time successful career, while still being a stay-at-home mom and raising her kids herself. She and Darin have two active daughters, Ella and Evyn, ages 10 and 7. Kristen stays busy coaching their sports teams and loves to take them camping and hiking, to teach them her

own love of the outdoors. They look forward to traveling internationally with the girls soon, to show them the world, and have just taken them to get their own passports!

"We travel together as a family as often as possible and encourage our girls to be adventurous and share our zest for life," she says. "I try to raise my daughters to know that they are strong, independent ladies that can do or be anything they want to be in life, and I hope they will take the road less traveled as well."



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