

TOP AGENT

MAGAZINE



Kachina
Krafchow

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You might say Kachina Krafchow was destined for a future in the real estate business. “Both of my parents were agents and they put me to work, so to speak, at a young age. I would make cold calls for them and knock on doors. As I got older, I would even hold open houses. When I was deciding on a career path, I thought I wanted to go as far away from real estate as possible. But then I realized that I was actually a perfect fit to be a title rep. I basically grew up being an agent’s support system. I have a clear understanding of what REALTORS® go through, all of the different things that they face when closing a transaction, and what it takes to be successful in this business. It allows me to support them and to really be a part of their team. When the agents I work with are successful, I’m successful and the result is a great partnership.”

Krafchow began her title rep career in 2003 and quickly made a name for herself in the competitive San Diego title business. Two years ago, she brought her talents to Corinthian Title. “I’ve learned a lot at every place I’ve worked, but Corinthian is truly a wonderful company. It’s locally owned and operated, so I work directly for one of the owners of the company.”

Krafchow built her reputation by offering her client’s unsurpassed customer service. “In this business, people need answers fast. I answer my phone and emails, often surprising clients with my prompt responses.” A big part of her success is due to her great attitude. “I believe in bringing positivity into all the offices I visit. My goal is after each meeting, people leave just a little bit happier. When you focus on great interactions, and really enjoying the people you work with, everyone prospers.”



Another key advantage, that Krafchow offers her clients, is a comprehensive knowledge of current market trends. “My dad taught me early on the importance of constantly analyzing my business to figure out what’s happening in the market. A keen awareness to what the market is doing, helps to predict where the market is going.”

Not only is Krafchow the top-producing female rep at her company, she’s also been one of the top

producing reps in San Diego for her whole career. Currently, she is a finalist for the San Diego Business Journal’s ‘Women Who Mean Business’ award for 2014.

In addition to her busy career, Krafchow is actively involved in her community, participating in numerous local charity events. She is an avid hiker and a practitioner of yoga.

Krafchow hopes to triple her business

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in the near future, and couldn't be happier that she decided to carry on the 'family business' 11 years ago. “I love what I do. The real estate business is never boring, and every day is a chance to learn something new. I love working with so many great people, and the work relationships I have gained have truly

inspired me to always strive to do better.”

Her expertise in title and real estate, her reputation for getting things done, and her amazing attitude are what have made Kachina Krafchow a stand out in the San Diego real estate community.

For more information about
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