

# MEET THE AGENT

# Keith Kyle

By **Stephanie Cary** Staff Writer

Keith Kyle worked in sales for America West Airlines out of his Hermosa Beach home until the airline merged with US Airways.

Working from home gave him the feeling of being his own boss, and he knew he wanted to continue in a career that allowed him the same feeling.

So, in 2006 he entered the real estate business.

"I like to really be in control of your own destiny, and you get out of it what you put into it," Kyle said.

Kyle, 40, continues his real estate career as an agent for South Bay Brokers.

## What areas do you cover?

I try to specialize and focus as much as I can on the beach cities, especially Hermosa and Redondo. I probably sell more houses in Redondo than anywhere else,

but I sold houses this last year in 13 different cities.

## What kind of deals do you handle?

Just residential.

## Why do you think you sell more houses in Redondo Beach than any other city?

It's just one of those things that starts happening when you start listing homes and you start selling homes. I do marketing in that area, I send postcards of my new listings or homes I've sold and it sort of feeds upon itself where you get referrals from people and it happens to be their neighbors. Or somebody sees your sign, or somebody sees your name



Robert Casillas Staff Photographer

Agent Keith Kyle, who sells primarily in Redondo Beach, operates five websites as part of his marketing plan.

advertising specific listings in that area.

## What skills from your previous job did you bring over into real estate?

It's generally a people business and that's what I was doing when I was working at my previous job. I was meeting with people and getting them to trust me, trust what I was selling. It's a big relationship business and I think that's the main thing

I brought over was the ability to communicate with people.

## Are there any complications or challenges to being your own boss?

No, it's something where I know people that do this and there's some people that thrive in it. They are just self motivated, and I'm definitely one of those people. I work harder now than I certainly have ever worked before, but I love it.

## Find out more

### Keith Kyle

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## Did you enter the business right before the recession?

I got into it right when the bubble was starting to burst. Really when I started to develop my business it was definitely going in the wrong direction. It was not a very easy time. I had to work pretty hard to get anywhere, so I definitely don't take anything for granted because I know how difficult it was.

## What is your Internet marketing? How do you utilize it?

I have five websites and they're each sort of catered toward different buyers and different sellers. And then I have a few different blogs and that's all a big strategy to continually show up high on these search engine results.

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