



KELLY LYNCH

President, KPL Select

Kelly Lynch started her company, KPL Select, in a 600-square-foot office 15 years ago. Since then, she and her mainly gay and lesbian staff of 20 have helped thousands realize their dreams of buying the perfect home. Specifically, they deal in mortgage, finance, escrow, and property-management services for residential and commercial clients throughout California from their offices in Sherman Oaks and Palm Springs.

At any given time they have around 100 loans in process, averaging between \$10 and \$15 million per month. Lynch has evolved KPL into the very definition of a vertically integrated, full-service real-estate company.

One of a rare breed—she was born in Burbank and has lived in California all her life—Lynch graduated from Cal State Northridge in business, and was picking up the keys to her first house soon after.

"I got hooked on real estate after working on my own refinance," she says. "I like the fact that real estate is tangible, and appreciates in value. You also get the opportunity to be creative, think outside the box, remodel, rehab, reposition, and ultimately increase its value. It's fun, and there's great satisfaction in working on a project and seeing it succeed."

Lynch practices what she preaches: Her current home is a 1920s Spanish house in Sherman Oaks that was abandoned and "yellow-tagged" due to earth-

quake damage, but eight months of hard work brought it back to its original beauty.

Today her clients—a mix of straight, gay, and lesbian—usually come knocking after hearing good things about her company through the real-estate grapevine. KPL is a strong friend of the LGBT community, supporting GLAAD, Outfest, HRC, and the Desert Pride Center. Lynch is also a board member at the L.A. Gay & Lesbian Center.

"It's all about the personal touch. We take the time to get to know our clients, to fully understand their financial goals. Each of them has a different situation, and we customize the loans to their own specific needs. We consider each client a client for life."

A normal day sees Lynch taking endless meetings and never being far from her phone, but she keeps her inner balance by getting away from the office and going hiking, biking, boating, or scuba diving.

As for the next hot spot to find your dream apartment or condo, she has some advice: "It's all about location, location, location. I think areas adjacent to hot spots like Los Feliz and Silver Lake may be up-and-coming in L.A., and in the desert, cities like Desert Hot Springs, which is adjacent to the very gay-friendly Palm Springs, might also be a good spot to look." —JAMES BARTLETT