

Kendall and Potter sold

The sales brokerage business of Kendall and Potter Realtors in Aptos has been sold to David Mann, a broker with the firm.

Mann took over the business at 7979 Soquel Drive Jan. 1.

The former owners, Skipper Kendall and Bill Potter, have retained ownership of the property management department, which will be known as Kendall

and Potter Realtors.

The sales department, under the ownership of Mann, will be called Kendall, Potter and Mann Realtors. Kendall said they sold the company because after years of six- and seven-day weeks, they wanted to spend more time with their families.

But because they also wanted

to remain in real estate, they will continue with the new firm in a sales capacity. Both are in their sixties.

Mann, a native of Watsonville and graduate of Watsonville High School, Cabrillo College, and San Francisco State University, joined Kendall and Potter in 1976 and earned his broker's license the following year. He soon became one of the firm's top salesmen, and was the Santa Cruz Board of Realtors "1985 Realtor of the Year."

He and his wife, the former Carol Swenson, live in Aptos with their two sons, 6 and 9.

Kendall and Potter, sales partners for a Palo Alto real estate broker, established their real estate firm in Aptos 18 years ago tomorrow after they both decided they wanted to make their homes in this area. Kendall and her family already owned a beach house in Rio del Mar.

Borrowing \$6,000 to start the business, Kendall and Potter, worked 12 hour days seven days a week and went without salaries to launch the business. By the end of the first year, it employed five salespeople.

Today, the firm employs 25 people, 20 in sales. Monthly overhead has grown from \$380 to \$27,000. Sales the first year were \$2 million; last year, bolstered by intervening inflation of real estate, they were \$30 million.

Both Kendall and Potter expressed satisfaction with the transfer of ownership. "We created and nurtured this business for 18 years and it's important to us that it continue to be a positive force in the county," she said.



Kurt Ellison

David Mann, seated, Skipper Kendall and Bill Potter.