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## Realtor helps public servants with housing

By news-press.com

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Name: Lane A. Houk

Age: 35

Job: I am a Realtor and co-owner of Houk Financial Group. I hold licenses in real estate and lending and use my knowledge and experience in these two industries to help people achieve their homeownership dreams. I am also the Founder and CEO of Herocare Inc., a new nonprofit organization helping public servants with housing, financial planning, lending and insurance needs. These people make a HUGE contribution to our community and deserve more. Through Herocare I can help even more people achieve their goals and dreams as we empower them with knowledge, encouragement and comprehensive, discounted services.



*KINFAY MOROTI/news-press.com*

• Lane Houk, Realtor and co-owner of Houk Financial Group.

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Best moment in real estate: Helping two teachers new to our area purchase their first home with only \$500 out of their pocket. It was something they thought they could never accomplish with what little they had saved and on their income. The smile on their faces at closing was priceless.

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Most challenging moment in real estate: It actually happened very recently. A retired client from Arizona called me on a personal note and for some advice on his dire situation, owning seven properties in a declining market. He had basically drained his savings paying the mortgages. The tough thing was that I had no good solution for him. Being upside down and in an unstable market, it was heartbreaking talking to him.

..... ADVERTISEMENT .....

Hobbies, interests and activities: I coach my two sons' hockey team. What a blast to watch 4- and 6-year-old boys in full hockey gear play ice hockey. I also love to fish, read business books and do market, business and financial research. The pursuit of knowledge is really fun and I usually stay up way too late reading the latest on Harvard Business or other sites.

Family: Shannon is my wife and best friend. She is such a support and encouragement. Our two sons, Luke and Shaun, are my twin towers of affection. It's such a privilege to raise kids and be the one responsible for instilling values, character and heart. I love teaching them how to grow up and become men. Family is everything. Take some time today to tell your family how much you love them. Life is short.

Last book read: "Good to Great and the Social Sectors" by Jim Collins. It's my business bible, especially for Herocare. It's a must read for anyone serious about building a pocket of greatness in their business or company.

Role model: Jesus. Modeling a perfect man is difficult but he was the perfect blend of ruggedness, humility, servant leader, wisdom, caring and confidence. Jesus was a great leader; he was also a great follower. I know that if I hold him as the standard, I'll be the kind of man and leader that people will want to be around, do business with and have as a friend.

Word of advice: Never say "I can't" and, in the words of Winston Churchill, "Never, never give in (up)." As a

dad, my kids will tell you that my No. 1 rule for them is to never say "I can't." Life is tough. It's a battle out there. The real estate market is tough right now. The war against terror is tough. Raising kids is tough. Getting ahead financially is tough. Never say "I can't" because you CAN! If you don't believe that, call me. Lastly, tell a teacher or police officer or some other public servant "thank you." For no special reason. Just tell them you appreciate what they do for our community. You have the power to be a positive force in this community so take the initiative. Two simple words of "thank you" can change a person's day, week or even their life.

— In the Trenches is designed to spotlight Real Estate agents who have been recognized for their accomplishments or special contributions to the real estate industry. To nominate someone for this feature, e-mail [realestate@news-press.com](mailto:realestate@news-press.com).

KINFAY MOROTI/The News-Press

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