

Matthew Kincaid

Leawood is 'the hub of where I want to be'



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► *By: Jerry LaMartina*

The Kincaid family is partial to Leawood, and to entrepreneurship.

Matthew Kincaid lives in Mission Farms, at Mission Road and 106th Street in Leawood. His firm, Kincaid Business & Entrepreneurial Law LLC, is based in Park Place, near 117th Street and Nall Avenue in Leawood.

He was born and raised in the Kansas City area. He graduated from Rockhurst High School — “just a stone’s throw from Leawood,” he says. He’d gone to Blue Valley schools through eighth grade. He got a double-major bachelor’s degree in economics and psychology from the University of Kansas, and he earned his law degree and an MBA there, too. He graduated from law school in 2012.

His parents live in Hallbrook, another choice Leawood neighborhood. His mother, Cindy Kincaid, owns Kincaid

Antiques & Interiors in Mission Farms. His father, Mike Kincaid, owns an international balsa wood business called International Forest Products, “based in the jungle in Ecuador,” Kincaid says.

His older brother, Michael Kincaid, lives in Hallbrook and owns a commodities-trading firm. His sister, Ann Kincaid, lives in the Tomahawk Creek Condos in Leawood. His younger brother, Mason Kincaid, graduated from KU in May. He’s training in Tulsa, Oklahoma, with Bank of Oklahoma, and he’s considering moving to Mission Farms when he returns to the Kansas City area.

Matthew moved to Mission Farms in late 2015, from the Sulgrave Regency on the Country Club Plaza. He loved it there, but Leawood started tugging on him.

Mission Farms is home for Kincaid because “the homes here are beautiful,” he says. And there’s more.

"In Mission Farms, we've also got some of the best restaurants in town," he says. "There's some shopping here, too. My mother moved her store from the Plaza to Mission Farms early this year. Mission Farms is chock full of brick residences, and it has a pond. Saint Luke's Health System is building a state-of-the-art clinic here. It's dynamic."

Park Place has its allure, as well. Kincaid opened his law firm in the Regus office in Park Place in February of this year.

"When I have clients come to my office for face-to-face meetings, they enjoy getting to come to Park Place," he says. "And the people there and in Mission Farms are just great. They're successful, they're nice, and they're concerned about the community. Mission Farms is really unique on the residential side. It's got the gargantuan homes with large lots, million-dollar homes with five-car garages. It's also got villas with tile roofs, compact two-story units that are perfect for those looking to 'right-size' and for retired people. Then you've got the condos. I'm in a condo. It's a complete turn-key operation."

Kincaid's office is less than 10 minutes from his home. Before he opened his law firm, he'd been working at a Plaza law firm called Dysart Taylor Cotter McMonigle & Montemore PC.

"I'd been there about nine months, but I've always wanted to be my own boss and work with entrepreneurs, and I eventually had to take that leap of faith and leave the corporate world," he says. "It was very scary in the beginning, right before I started and for a few months afterward. But it's been a very good move for me and very much worth it."

He classifies himself as a "full-scope" business lawyer. He works on the typical corporate aspects of business law, such as entity formations, mergers and sales, but he also does employment and intellectual property work, and estate planning for business owners who decide to transfer ownership of their business, either through misfortune or to pass down their business to family members.

"The variety makes it really interesting," he says.

Kincaid is drawn to live and base his law firm in Leawood for several reasons.

"First, I would say it's the hub of where I want to be," he says. "I really like what the city of Leawood offers."

He also credits Leawood's convenient central location near cities where he often does business, and its easy access to highways. And he's "a big fan of the Blue Valley and Shawnee Mission school districts."

"They are absolutely top notch," he says. "Private schools here also are top grade."

Schools are fundamentally important to Kincaid. He teaches business law at KU. Between his

law practice and his teaching, he's busy. And he's only 30.

Oh, and he's writing a book. Its working title is "Occupational Hazards Handbook: Top Ten Mistakes Made When Beginning A Career."

"I've designated one chapter per mistake," he says. "My writing style is fairly academic, but it's a short book, so the concept is you could read it from beginning to end in one sitting. I really am a teacher. I use myself as an example repeatedly throughout this book. It takes more effort to sit down with somebody and do it this way than to just say 'You messed up. Don't make the same mistake the next time.'"

Kincaid has sat with a lot of business books. His favorite is a classic: "How to Win Friends and Influence People," by Dale Carnegie.

"He tells a story about Abraham Lincoln," Kincaid says. "He wrote that Lincoln had one time lampooned a politician – 'a vain, pugnacious politician by the name of James Shields' is what Carnegie wrote – in a letter to the editor in the Springfield (Illinois) Journal. The guy challenged Lincoln to a duel. The weapon of choice was the long sword. Lincoln figured he'd have an advantage because he was tall and lanky. Somehow, somebody intervened and stopped it. The key point Carnegie was making was that Lincoln vowed to never criticize anybody again. It only comes back to you like a homing pigeon. Criticism always comes back to hurt you."

Kincaid takes the lesson to heart.

"What I try to do is coach by positivity and really reward people for what they've done well," he says. "When they've done a good job, they need to know they've done a good job. When somebody needs correction, I try to do it in a firm but fair manner. I do this with my students, too. I point out what was done incorrectly, and then I take the opportunity to coach the person. 'Here are some options of what you could've done.'"

Of all his options, Kincaid chooses to live and work in Leawood because he's also learned the lesson of what he needs to be happy and productive in his work and his private life.

Call it a teaching moment.

