

TOP AGENT MAGAZINE

ROXANA ALARCON | BROKER-CHMLS

With a high level of skill and in-depth knowledge when it comes to new construction projects, REALTOR® and broker Roxana Alarcon has covered almost every part of the industry since her start 23 years ago. Growing up with a father who was a civil engineer, she learned about home-building from an early age. With encouragement from the REALTOR® who helped her purchase her first home, she eventually got licensed and started working on his team. She has since worked in numerous leadership positions and earned her degree in commercial real estate. Her business is currently divided between working with new construction and selling homes throughout the Energy Corridor in Houston, Texas. As the top sales agent in her office, Roxana's reputation precedes her, but it's her drive and willingness to keep growing as an agent that inspire clients to work with her again and again.

Roxana currently oversees a team of four young agents who she hired within the past year. "I love working with new agents because they have a lot of exciting ideas and enthusiasm for the business," she says. Roxana has a lot to teach them, including the value of interpersonal relations and building a strong sphere of influence. She keeps in touch with her closest clients at least once a week, making sure that all their questions are answered, and they feel comfortable in the real estate process. As many of her clients are expats, including some who buy their properties from overseas, Roxana must pay extra close attention to their individualized goals when selecting homes to show them.

To set her services apart, Roxana offers complimentary staging for her clients to help their homes sell for top dollar. When it comes to marketing, she



uses the best professional photography and social media strategies to get listings noticed.

In her spare time, Roxana volunteers with The Ballard's House to support patients with chronic illnesses who need a place to stay during their treatment. A big believer in the importance of traveling, she schedules a trip at least every four months to go somewhere fun. "Even when I'm away, I will still answer my phone. You have to stay present in this business," she says. Roxana is also a longtime practitioner of yoga.

Last year, Roxana did around \$13 million in production in the resale market and \$11 million in construction projects. It's a lot to balance both types of work, but she loves real estate and wants to keep moving forward with building her team. "I'm so grateful that my clients trust me with their home decisions. Every transaction is a special challenge and I want to help my clients achieve their goals no matter what."



Contact Roxana at 832-428-5520,
email Roxana@energy-realty.com
or visit TheLuxeRlty.com