

MODERN LUXURY

# BOSTON COMMON

MODERN LUXURY SPOTLIGHT



## CELEBRATING 20 YEARS OF BOSTON REAL ESTATE INNOVATION

Coldwell Banker Boston real estate agent Ricardo Rodriguez reflects on two decades in the business.

BY LAUREN STONE

Long before he became one of the top luxury real estate agents in the country, Ricardo Rodriguez came to Boston with \$25 in his pocket and no plans to join the industry. Now, through hard work, dedication and a true passion for the business, he is recognized as Coldwell Banker's #1 large Team in New England and #1 in Boston & Massachusetts. We sat down with him to learn about his journey and the evolution of the industry, as he celebrates 20 successful years in real estate.

**What initially drew you to this industry, and what do you admire about it?**

I was an actor for many years, then through the push of a friend, I found myself in real estate, and it was love at first sight. Real estate, as an industry, changed my life. Your business depends fully on you and your ability to build it. I don't have a college education, and being myself is what allowed me to build what I have in this industry.

**A lot has changed over the past two decades. What has been the biggest shift you've had to adapt to?**

The biggest shift has been my role as a real estate agent. Twenty years ago, my role was more about information management—if somebody needed to know something about a property, they had to call me. Then, it shifted into a marketing and story-telling role with the advent of social media. We have no control over economies or the housing market, but we do have control over our role and how we adapt.

**As an industry innovator, can you share some examples of how you've pushed boundaries to stay ahead of the competition?**

Back when agents were only doing video resumes (a simple shot of someone speaking into a camera), I directed a video of myself walking down the streets of Boston and featuring client testimonials—it was the first video I remember of its kind. I was also one of the first agents to have a website, and I was an early adopter of social media. Now, we're again embracing change with our new RR&A team app, which simplifies and reshapes how we communicate with clients.

**Looking back on your 20-year career, what are some of the proudest moments?**

What I'm most proud of is what my story means to younger people coming into the business. When I started, there were less than a handful of people of color doing real estate in Boston. The landscape now is much more diverse. I'm not saying that I alone opened those doors, but what I've built has allowed others to step into this business—I see them on my team, I get phone calls and emails from them. To have people, regardless of who they are or where they're from, tell me that what I've done has inspired them is mind-blowing.

Learn more about Ricardo Rodriguez and his team at [ricardoboston.com](http://ricardoboston.com)

