



TEAMS

BY CHRISTY MURDOCK
July 10, 2025 

Teams Spotlight: Ricardo Rodriguez and Associates

Learn why this powerhouse New England team lead and his agents don't just sell homes; they shape experiences

July is Luxury Month at Inman. We'll take the temperature of the luxury market, talk to top producers in the ultra-luxury space and dive into the luxe trends of today — all culminating at Luxury Connect in San Diego, where we'll announce this year's Golden I Club honorees.

A powerhouse in its New England region, Ricardo Rodriguez and Associates doesn't just sell homes, according to its eponymous founder. "We shape experiences."

The team earned its place as the No. 1 large team in New England, Rodriguez said, "not only because of our numbers, but because of our culture, commitment to clients and forward-thinking mindset," while also prioritizing community impact and philanthropic involvement. Organic outreach and repeat and referral clients are core to its lead generation strategy, and the team works "personally with the top agents in the top markets around the world."

Despite its accomplishments, the team isn't resting on its laurels. For Rodriguez, "Innovation drives everything I do, from pioneering video marketing 18+ years ago to early adoption of social media 12+ years ago to our introduction this year of the team's AI-powered app, I have always been committed to using the latest technology for crafting cutting-edge marketing strategies."



Name: Ricardo Rodriguez

Title: Coldwell Banker Global Luxury Ambassador

Experience: 20 years

Location: Boston with a New England footprint (Massachusetts, Rhode Island, Maine and New Hampshire)

Team Name: Ricardo Rodriguez & Associates

Team Ranking: No. 1 large team in New England, No. 1 in Boston and No. 1 in Massachusetts

Team Size: 14

Sales Volume: Over \$4 billion in career sales

Awards:

- *Boston* Magazine's 150 Most Influential Bostonians (2025)
- Philanthropic Visionary Award, Commonwealth Shakespeare Company (2025)
- NAHREP No. 1 Latino Agent in the US (2018)
- *Boston* Magazine's Best of Boston, Best Real Estate Agent (2016)



Tell us about a high point in your career

There have been many high points in the past 20 years, but one that stands out is realizing the impact my story has had on others. I came to this country 30+ years ago with \$25 in my pocket, no college education and built a business I never imagined possible.

I've had people tell me that seeing my journey inspired them to believe they could succeed, too. That's incredibly meaningful to me and keeps me going.

What's your top prediction for 2025?

I believe the [luxury market](#) will continue to lead the industry. While some segments may feel pressure from broader economic changes, luxury has a unique resilience. It's driven by lifestyle, not just necessity, and I think we'll continue to see strength and growth in this space.

Name 3 people you admire

I am grouping my three favorites as my first choice. **Jade Mills, Jill Hertzberg and Judy Zeder** are friends I truly admire. They fully embody what it means to lead in luxury real estate through expertise, care and vision.

Hotelier and real estate developer Tim Harrington: His belief that joy is at the center of what we do has been game-changing for me. We are not just in the business of home or lifestyle alignment, but we are in the business of bringing joy to our clients through what we do. Understanding this has allowed me to rethink our marketing and our service provision approach.

Cosmetics magnate Lev Glazman: His journey from political refugee to building a multi-billion-dollar brand has been at the core of my motivation to succeed. Throughout the years, his mentoring has shown me that the sky is the limit.



What makes a good leader?

A good leader has a clear vision and the ability to create a culture that people want to be a part of. It's not just about driving production and results; it's about inspiring others to be their best and making sure they feel seen and supported, while staying true and committed to the long-term goals.

What's one thing you wish every agent knew?

I wish every agent understood that this business should be built around them. It's not about fitting into someone else's mold, what your company tells you or what you see on TV or social media. When you define your vision and commit to it, everything else—strategy, growth, success—falls into place.

How did you get your start in real estate?

I got into real estate by accident. Someone who used to be a vice president at Coldwell Banker saw something in me and encouraged me to give it a try. From the start, I felt a genuine connection to the work. It was love at first sight. It's a business that I love and respect, and it's changed my life in the most meaningful ways.

How did you choose your brokerage?

Coldwell Banker was the first company I was introduced to, and it felt like home from Day One. The culture, people, and legacy of Coldwell Banker truly resonates with me. It's a brand I believe in, and one that continues to support and reflect my values.

What do you wish more people knew about working in real estate?

I wish more people understood just how creative this profession is, and how hard we actually work. There's so much expertise, data, and strategy that goes into what we do every day. We're often good at sharing our successes, but not always the behind-the-scenes effort it takes to get there. Being a top performer isn't easy; it requires time, money, and a high level of dedication.

What's something you know now that you wish you knew when you started?

If I could go back, I would have started [building a team](#) much earlier in my career. Creating a team changed everything for me. It helped me scale, allowed me to be more strategic, and gave me the support system I needed to grow and leave a lasting legacy. I underestimated how powerful a strong team could be, not just in production but in purpose.



What are 5 things you'd like readers to know about you and your brokerage?

- 1 Ethics are non-negotiable in our business.
- 2 Coldwell Banker and our team are deeply committed to giving back, supporting our community and staying at the forefront of innovation.
- 3 We don't settle for what's expected, we aim to exceed it.
- 4 We believe in building real relationships, not just client lists.
- 5 And we're proud to be part of a company and be a team that leads by example.

Tell us about an epic fail you've experienced since becoming a team lead

One of the biggest lessons I've learned is that I don't have all the answers. Early on, I thought I needed to have everything figured out on my own. But some of the best outcomes have come from listening to others, being open to new ideas and admitting when I don't know something. Leadership is about collaboration.

What's your top tip for newly formed teams?

Invest in your team from the beginning. Time, money, whatever that means to you. Don't wait until you're overwhelmed to start thinking about [structure](#). Set up the right infrastructure early and create space for people to thrive. When your team is supported, your whole business is stronger.

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