

# NEW ENGLAND LIVING

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## COASTAL COVERAGE



Feature Image by Cheryl Richards Photography

As one of the most recognized & celebrated leaders in the New England real estate market, **Coldwell Banker's Ricardo Rodriguez** has worked for decades as a top professional in the Boston region. He is also one of 18 **Coldwell Banker Global Luxury Ambassadors** worldwide and a member of the prestigious International Luxury Alliance.

This wide-ranging aspect to his business has inspired Rodriguez to branch out into a more comprehensive New England footprint as well. "I've recently expanded into Rhode Island, New Hampshire, and Maine, as well as onto Cape Cod," says Rodriguez. "I have a team working with me in coastal towns right up to Kennebunkport." The seasoned broker says that these new shore-focused markets make sense for his Boston-area clients, many of whom are looking for second or seasonal homes in oceanside locations.

Using his marketing synergy and a proactive process to react to a changing real estate market, Rodriguez believes that his newly created New England-wide team is responding to real customer needs. "We want to provide the kinds of services our clients in the luxury market segment are used to, in a seamless manner throughout the region," he says. Rodriguez also has a vast knowledge of the new construction marketplace, which allows him to work with developers across his target areas and find properties that fit the bill for a wide variety of buyers.

"I have my expertise in marketing, new construction, and the luxury market, and I'm partnering with the best agents in these markets, so I really feel our new team has something to offer everyone," says Rodriguez. He also credits his global connections within the International Luxury Alliance with adding to the comprehensive services he can offer. "These are personal relationships that I have with the top agents in the top markets across the globe, primarily in major cities in Europe and the United States. Having those partners there allows me to provide my buyers and sellers with amazing opportunities outside of this market."

To Rodriguez, his strategic expansion is essentially the creation of an organic footprint in an area he knows and loves. Ultimately, it also means more successful homeownership for his clients.