

VIDEO

He came to America with \$25. Now he leads New England's top team

James Dwiggins sits down with Ricardo Rodriguez, leader of the No. 1 large team in New England



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What actually makes someone a luxury real estate agent? According to Ricardo Rodriguez, it has nothing to do with the price of the home.

In this episode of Real Estate Insiders Unfiltered, James Dwiggins sits down with Rodriguez, Principal of Ricardo Rodriguez & Associates at Coldwell Banker, one of only a handful of Global Luxury Ambassadors, and leader of the No. 1 large real estate team in New England.

Rodriguez shares his remarkable journey of immigrating to the United States at 21 with only \$25, building one of the country's premier luxury real estate businesses and redefining what luxury service truly means. Instead of focusing on expensive homes, he explains why the luxury mindset is about delivering the same exceptional client experience whether you're helping someone rent their first apartment or purchase a \$50 million estate.

They also dive into private listings, consumer experience, the future of the MLS and why exceptional service should never depend on price point.

Highlights

The conversation also explores:

- Why luxury is about experience not price
- How Rodriguez built one of America's top luxury teams
- The role of private listings in today's market
- Why MLS transparency still matters
- The future of AI and real estate marketing

Whether you're an experienced luxury agent or just starting your real estate career, this episode is packed with practical advice on building a premium client experience that earns trust, referrals and long-term success.

Connect with Ricardo Rodriguez on [LinkedIn](#), [Facebook](#), [Instagram \(Boston\)](#), [Instagram \(New England\)](#) and online at [ricardohome.com](https://www.ricardohome.com).