



AGENT PROFILE



Ricardo Rodriguez, Boston's Matchmaker

The founder and leader of the #1 large team in New England, Ricardo Rodriguez has guided clients throughout Boston and the greater New England market for more than 20 years. With more than \$4 billion in closed sales, exceptional marketing metrics—with a social media reach greater than 37 million annually and more than 15 million annual news impressions—his approach is rooted in strategy, discretion and long-term relationships.

What sets you apart from other real estate agents?

I always say real estate isn't about where you live, it's about how you live. If I understand how a prospective client is going to live, I can make recommendations and create a narrative for that home that fits. I'm not really a salesperson—I'm a matchmaker with a strong marketing and storytelling background. Understanding what luxury means in the vernacular of a particular client is key

to how I build a narrative around the experience a property offers. The top luxury clients don't have time to visit 100 listings—my ability to discern which listings are worth their time is an important part of my valuable position on the luxury market.

What's your unexpected talent?

I'm actually a trained actor and was a working actor before I got into real estate. The skill has translated surprisingly well, though, as real estate is quite presentational.

Describe the client who'll love working with you.

Clients who appreciate the lifestyle and visual elements of luxury real estate. As someone with a strong sense of aesthetics and 20 years of relationships with developers and interior designers, I have a point of view that clients value. I can walk into a space and tell you what makes sense and what could be better, from the build plans to the color palette. ★

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