



# AGENT *of* CHANGE

An inside look at Boston real estate through the eyes of a top broker.

By Jennifer Sperry / Photography by Dan Cutrona

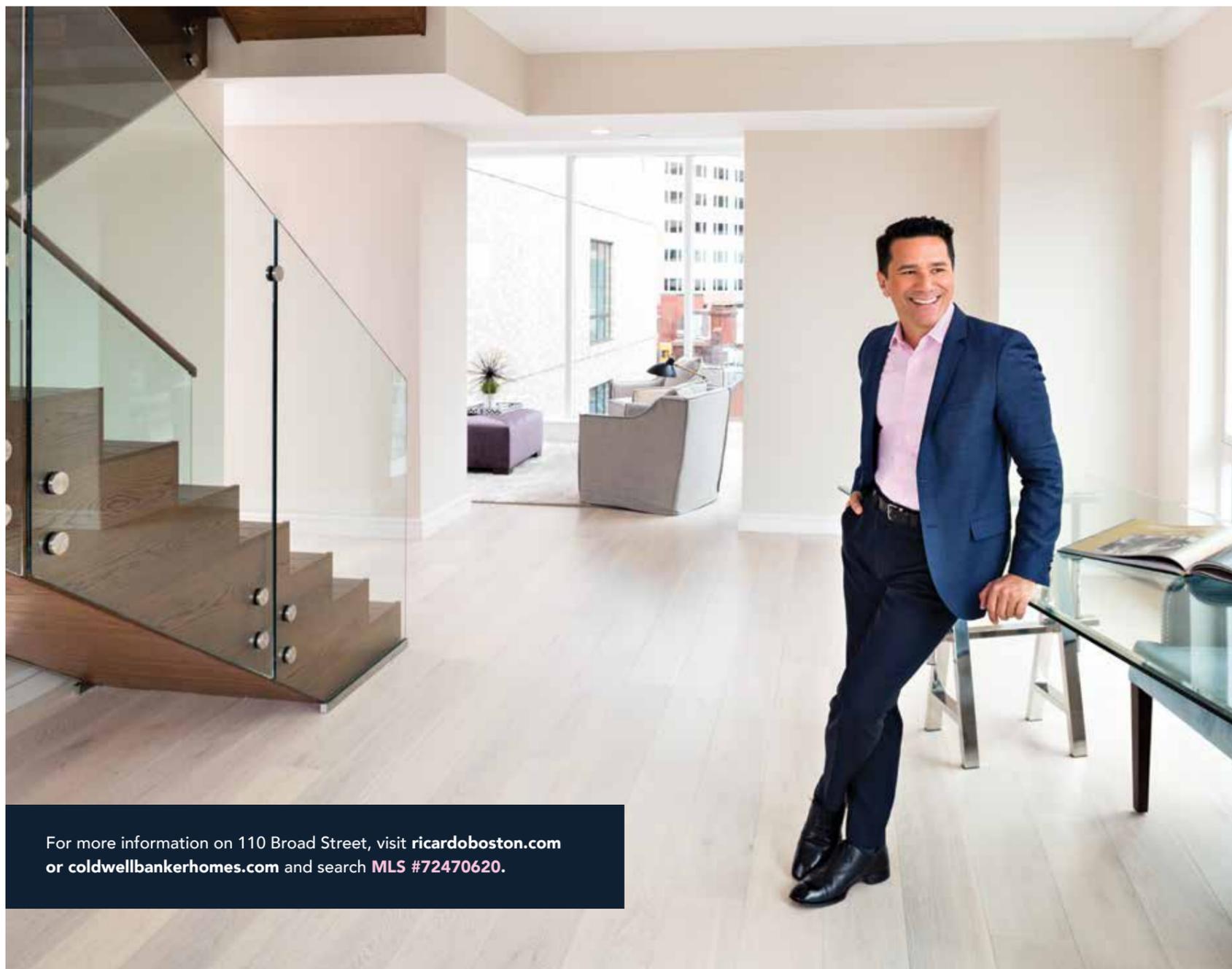
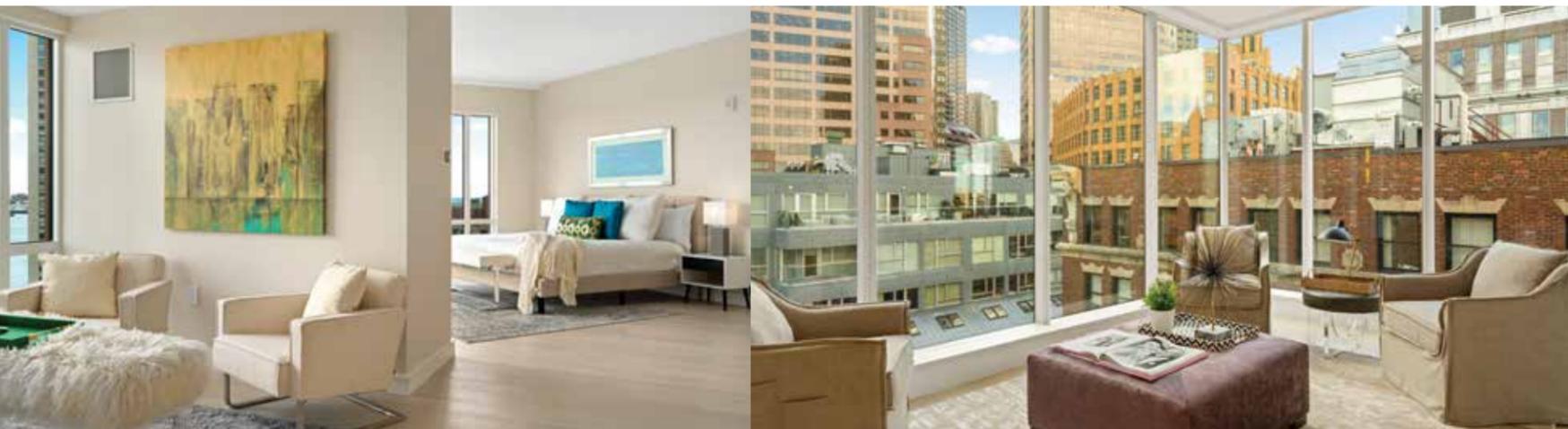


**S**ome Realtors are on the rise, but Ricardo Rodriguez has already risen. Principal of Ricardo Rodriguez & Associates, a division of Coldwell Banker New England, Rodriguez is well-known in Boston's real estate scene. He averages \$150M in annual sales, leads a team of six agents, and markets some of the city's hottest properties. He's engaging and energetic, yet thoughtful and laser-focused. Whether buying or selling, he's definitely someone you want on your side.

Born in Colombia, Rodriguez moved to the U.S. in the early 1990s at the age of 21. He left home to carve out his own path, and hasn't stopped making

an impression since. One of his first jobs was creative director for Boston-based fashion designer Daniela Corte, supervising fashion shows, arranging photo shoots, managing look books, and more. Doing real estate at the same time, he found that the two roles complemented one another, that fashion and home sales were a lot alike.

Going into his 15th year of real estate, he's already won awards and made best-of lists. In 2018, he was named the #1 Latino agent in the U.S. by the National Association of Hispanic Real Estate Professionals (NAHREP). He also made the *Wall Street Journal's* top 100 U.S. agents/teams list, and was Coldwell Banker's #1 New England team in 2017. Well-versed in the language of architecture and interiors, he has a keen design eye and natural marketing savvy. Here, he describes his singular approach to a high-pressure industry.



For more information on 110 Broad Street, visit [ricardoboston.com](http://ricardoboston.com) or [coldwellbankerhomes.com](http://coldwellbankerhomes.com) and search **MLS #72470620**.

# Q&A

**Q:** You started out in the fashion industry working with Corte—how did that impact your real estate tactics?

**A:** I happen to love fashion, and it was so rewarding working with Daniela on growing her brand. At the same time, I started in real estate—so I had two jobs, but it made sense. I always had a proclivity for architecture and interior design and can speak that language with architects and interior designers. I see my role as collaborating with these professionals. Our goal is to understand what clients like and see a potential home from their perspective. To me, real estate is about design; I utilize and apply my instinct for it. It's helped me create a niche within the industry.

**Q:** Can you describe your approach to sales?

**A:** I think more and more I have come to understand that real estate is about lifestyle. It's not about where you live; it's about how you live. And when you figure out how people live, you can find them something that's specifically appealing.

**Q:** How do you keep a fresh outlook?

**A:** Real estate is always exciting. It's not templated—it's about being innovative and continually evolving. I always find ways of making it my own. You have to figure out how to create a point of differentiation, whether through social media, video, 3D renderings, or whatever the budget allows. That's where the creative component comes in: using these tools in the most organic way possible. You also have to know market conditions and demand. It's all interrelated.

**Q:** Are you seeing any trends in high-end real estate?

**A:** For a while now, luxury buildings have been heavy on amenities, like gyms and pools. But recently we've seen a move toward more lifestyle-oriented amenities: fitness programs scheduled on a regular basis, social events that encourage neighbors to meet one another.



Also, the intersection of technology and lifestyle is big right now. For example, voice activation allows you to walk in and ask the system to raise the heat or turn on the TV. Another example is robotic valet parking, which takes your car and places it automatically into a parking vault, no attendant required. These types of advancements are more in line with the way we live now, when almost anything we need is achievable via an app.

**Q:** Can you describe a current listing for anyone dreaming about living in downtown Boston?

**A:** One to check out is Boulevard on the Greenway, which is a collection of 36 new construction homes inside the historic Charles Bulfinch building. It's sited right where the Downtown and Waterfront neighborhoods meet, and the structure's been impeccably restored. Each unit is contemporary in feel, with plenty of natural light, open-concept living, and extraordinary views. Both the building and the units are amenity rich: fitness center, concierge, private outdoor spaces, bike storage, pet spa, robotic valet parking system. This building is spectacular and the location remarkable.

**Q:** What is your personal relationship with Boston?

**A:** I live here and know it well: where to eat, what to do, and all of the different neighborhoods and their personalities. There's so much history and so much beauty in Boston—it really resonates with me and with my clients. Being involved in the community and volunteering with various charities and institutions are important to me as well. Personally and professionally, the city is an inspiration and it's at the heart of what I do.

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