



With a background in finance, insurance and the law, Bergen County New Jersey real estate agent Richard Morse is well-qualified to help his clients through even the most challenging transaction. After starting his career on Wall Street and becoming a top NASDAQ trader, he moved into insurance for 10 years before becoming a paralegal. When he was looking for a career that would allow him to utilize his unique combination of skills, real estate jumped to the head of the line as a natural choice.

Serving clients throughout Northern New Jersey as an agent with Coldwell Banker, Richard works primarily with residential clients who need to buy or sell a home in the area. Both past and present clients point to his sense of professionalism and thoroughness as reasons to work with him. Additionally, Richard prides himself on maintaining lines of open, honest communication with his clients at every point during a transaction. “I’m always there from the beginning of the transaction right through to the closing,” he says. “If I don’t know an answer to a question, I make sure to find out and get back to my clients very quickly. I stay on top of things to make sure they get done and always work with a sense of urgency.”

Early in his Wall Street career, Richard’s dad shared with him some wisdom that has guided how he conducts business ever since. “He had worked on Wall Street too, and he told me that your word is your bond,” Richard recalls. “I think that should apply to any business but especially real estate. You never want to be dishonest or cause clients to doubt you and create issues that don’t need to be there.”

Richard thrives on the face-to-face interaction he has

with his clients while acknowledging that much of the way real estate is practiced today starts online. “Anyone getting into this business now needs to know technology very well,” he says. “92% of home buyers start their

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home searches on the MLS, and 48% of them end up purchasing the house they find there. Successful agents also have to be able to market themselves well on Facebook, Twitter, Instagram and other social media sites.”

It’s clear Richard is thriving in real estate, but what is it that has kept him in the career for so long? “I truly enjoy the transactional part of the process: finding my clients, looking for a house and seeing it through all the way to closing,” he says. “Getting the job done has always been my strength.” It’s something his clients appreciate and are happy to tell others about. Nearly half of Richard’s business comes as the result of referrals or repeat clients who seek him out to work with him again.

Here’s what one of Richard’s many happy clients had to say about what it’s like to work with him: “We have dealt with many real estate agents in the past but Richard is by far the most exceptional. He endlessly works hard to find properties that meet our criteria, and continually keeps us up to date with new listings and the real estate market.”

Consistency, hard work, dedication and a commitment to strong values have allowed Richard to grow his business year-over-year, and he sees that pattern continuing into the future. When he’s not working with clients, you’ll find him spending time with his wife and 15-year-old son. He is a lifelong athlete and certified level 2 Original Strength coach. An avid outdoorsman, Richard recharges by going bass fishing, and participating in archery and sport shooting.

Richard Morse

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