

# featuredagent

magazine



James  
Krueger





## James Krueger

When your business is rooted in helping people, great things can happen. That's what James Krueger, broker and owner of Krueger Real Estate in Houston, has always believed and it has turned out to be true. "My philosophy is the more helpful we are, the more people are going to come back to us," James says.

After studying economics at Texas A&M, James followed the business consultant track for several years. But there was always a lingering feeling of dissatisfaction, particularly when the compensation didn't reflect the hard work and dedication he was putting into his job. "It was frustrating to work so hard and not see that reflected financially," he says. "I had a friend whose dad did real estate out in Katy. "My interest was piqued at the thought of a career where the level of hard work that I put in was reflected in the success I achieved. I got my license and started part-time. By December 2008, I decided to go for it full-time; sink or swim."

That decision has proven to be the right one. In less than a decade, James has experienced tremendous success as an individual agent and now as the owner

of his own brokerage, managing more than 40 agents who serve areas from Conroe to Galveston and everywhere in between. Krueger Real Estate made a name for itself in their strong presence with buyers and a growing presence with sellers through a newly developed team of listing specialists.

One thing that will never change, whether assisting buyers or sellers, is the team's commitment to always remaining client-focused. "We have fantastic reviews on Zillow — one of the most of any brokerage in the area," he says. "What clients love about us is how quickly we respond. We develop relationships based on honesty and integrity. We're always honest with clients no matter what; even if we have to tell someone a house might not be right for them," he continues. "Clients really appreciate that kind of feedback because they know we're keeping their best interests at heart."

Everyone who works at the brokerage — from assistants to agents — shares one common trait. "We all have a service mentality. Our main goal at heart is to be helpful," James says. "When you keep that at your





core, and you really believe in it, you're going to give someone the absolute best service possible."

As someone who is closely involved with helping agents develop their careers, James has sound wisdom to offer those who might be thinking of trying a career in real estate. "It's not necessary for a brand new agent to reinvent the wheel. Join a team where you can get leads and the support you really need," he says. "We've had several agents who came from different careers or other brokerages and, with our team, became Houston Association of REALTORS® Top Producers. When you're brand new, it's so important to find a place where you're going to get hands-on experience and the chance to learn firsthand."

James himself is no stranger to the Top Producer honor. "I was very proud the first time I was named a Top Producer. I went from nothing to something, all on my own. That meant a lot," he says. Additionally,







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James has been included in Houston Association of REALTORS® Top 20 Under 40, and has been named one of the 100 Most Influential REALTORS® in Texas. “It’s always a good feeling to know your hard work and dedication is paying off and being recognized,” he adds.

The team’s commitment to being of service isn’t reserved just for their clients. It also extends into the surrounding communities. “We love giving back to our community and we think the best way to do that is to use the resources we already have,” James says. “Over the last several years we’ve partnered with Habitat for Humanity as well as New

Hope Housing through the Texas REALTORS® Leadership Program’s Dog House Extravaganza. From maintaining community gardens to building a dog house to donate, we believe giving back is an essential piece when building a successful business in a community.”

It doesn’t take long to realize that real estate is truly what James is meant to do. “The part I absolutely love — which applies both to when I was an agent and now being the broker — is that I really get to help people. I make a difference in people’s lives and that’s what I’m passionate about. I wouldn’t trade this career for anything.”

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