



For more than 50 years, Bill Fooks has served as a trusted agent and financial steward in the Rhode Island real estate market. Applying decades of firsthand experience and insight, he leads the Fooks Team under the banner of Coldwell Banker, offering clients personalized, communicative service that speaks to their goals and a long-term vision of success.

Working in a region as compact as Rhode Island, Bill and his team travel across the state to serve their clientele, though they have a primary focus on the southern Rhode Island area and base their office in Warwick. From the outset of his career, Bill has made it a priority to guide clients towards long-term financial health through savvy real estate investment decisions and careful planning. For instance, Bill outlines his methodology this way: “Buy one piece of property every year for ten years, then pay off the mortgage in 25 years, and become a millionaire.” Using that framework, he’s helped mint 14 clients as millionaires and achieved a goal far beyond the transactional elements of buying and selling single properties.

Today, Bill’s team consists of 10 members and also includes two dedicated assistants to ensure that all processes are streamlined and given ample attention. The Fooks Team prioritizes steadfast, clear communication and responsiveness so that all parties are informed and made to feel confident regarding a transaction’s progression. What’s more, Bill’s team is comprised of professionals of varying ages and with a range of specialties. This ensures that clients are matched with the representation that’s best suited to their respective needs and goals, and the results are clear: Bill and his team complete an average of 100 to 120 transactions a year. This high level of productivity cements The Fooks Team’s place as a pillar of local commerce in the southern Rhode Island area.

In addition to a proven ability to deliver, longevity is also a main driver of Bill and his team’s success to date. Some team members have served with Bill for as long as 18 years — a true testament to the lasting success of his leadership and ability to cultivate a healthy, prosperous team atmosphere. “I’m very blessed to work with our team,” he reflects. “They do a great job.” With young professionals

added to the ranks, team processes are always in step with developing technology that promotes visibility of listings and lures emerging demographics, like millennial buyers. A dedicated social media director on staff accounts for the team’s success in securing maximum exposure for listings, as well as marketing publicity for the team as a whole. Bill counts his team’s ability to be coachable as a major tenet of his office, while a collective approach to success uplifts the staff on an individual level, as well. “It’s important to coach others to become successful for the long-term and not just to make money,” Bill explains. “If our team members are successful as individuals, then it breeds success as a team. It’s important to be willing to work hard and to have a coachable spirit.”

For his longstanding team members, it’s not uncommon for 80% of their clientele to be driven by repeat and referral business. Considering the venerable role that Bill and his team have played in their community for so long, it’s little wonder why clients turn to them time and again. Likewise, the skillsets on The Fooks Team run the gamut — from knowledge and backgrounds in flipping homes and catering to investors, to zoning and development experience. This holistic understanding of the industry makes The Fooks Team a one-stop-shop, and Bill lends his decades of insight to clients of all varieties. In fact, growing his base of knowledge and staying up-to-date on the business’s constant evolution is what Bill enjoys most about his day-to-day work. “I like the continual changes of the business,” he says. “It moves drastically from year to year, and I think it’s interesting and exciting to keep up-to-date on its developments.”

To give back to his community, Bill and his team partner with Coldwell Banker, to contribute to worthy causes. Additionally, Bill served two terms as President of the Kent County Board of REALTORS.[®] In his free hours, Bill most enjoys spending time with his wife and venturing out for the occasional round of golf.

As for the future of The Fooks Team, Bill is continuing to grow his ranks and add more talented and like-minded staff to his roster. Along the way, he’ll continue to impart the knowledge gleaned from his lengthy industry tenure, serving his clients in pursuit of homeownership and lasting fiscal health. Having served a half-century doing just that, the years to come are sure to bring continued success for Bill Fooks and his team.

Bill Fooks

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