



As a proud native Houstonian, Blake Plaster grew up in a savvy real estate family. Both his parents and his grandparents invested in real estate, making incisive purchasing decisions that yielded impressive results down the line. Inspired by their vision, Blake struck out to make his own mark on the real estate industry. He'd always been drawn to homes and even as a teenager, Blake remembers the intrigue of exploring new neighborhoods and pockets of his city. As soon as he graduated college, he earned his real estate license, and the rest is history. Today, he

has cultivated a blossoming career characterized by client-centric service, a passion for his industry, and an unflagging commitment to professional growth.

Blake focuses on serving the Memorial area of Houston, where he's lived for almost 25 years. There, his knowledge and insight of the local inventory and community is that of a true insider, and he offers his clients an up-close perspective of the area's schools and amenities. Even more impressively, he's done business in over 15 regional zip codes in the past two years, cementing his experience of representing the greater Houston area at large. Since the beginning of his professional foray, a major contingent of Blake's business has consisted of millennial and first-time homebuyers. He serves as an excellent facilitator and counselor as clients make the transition from renting and leasing to purchasing property of their very own — a major milestone. "I give my clients 110% effort, from the initial meeting to the closing," he explains. "Whether it's 8am or midnight, I take their calls and make sure that they're in good hands. I also provide clients with a strong referral network of resources from lenders and inspectors, to electricians and any other vendors required to renovate a home."

In just a few years, at least 35% of Blake's business has stemmed from repeat and referral clientele — a testament to the memorable experience he curates on behalf of his clients. Understanding that buying a home is the investment of a lifetime, Blake takes his role as an advisor seriously and always ensures that his clients are informed and well-supported. "I always make sure that my clients interests are put first, no matter the size or type of transaction," he explains. "I'm a trusted advisor in one of the most important decisions someone will make in their lifetime. I see that as an honor and it's something that I take very seriously as I help someone through this process."

To market listings, Blake takes a decidedly 21st century approach, incorporating various social media platforms to promote visibility among emerging demographics of homebuyers. His aggressive online marketing campaigns ensure that listed homes reach a wide audience for optimal results. Targeting certain areas, like Houston's "The Heights" neighborhood, also attracts younger homebuyers who are entering the market and exploring their options. This forward-thinking vision sets Blake apart as a REALTOR® courting a modern breed of homeowner. His proactive interest in the industry and unflagging work ethic are among the main drivers of his success to date. "I'm never afraid to go the extra mile and I work diligently through every transaction," he says.

Outside of the office, Blake gives back to his beloved hometown through various causes. He's a contributor to the National Multiple Sclerosis Society and has recently pledged his time and vendor knowledge to support Hurricane Harvey recovery efforts in Houston. In his rare free hours, Blake enjoys playing guitar and is also a huge sports fan.

As for what's to come in his budding enterprise, Blake plans to continue growing year over year, bolstering his annual production and increasing his market share in Houston's Memorial area. With several accomplished years already behind him and an undaunted eye towards the future, the road ahead is surely paved with promise for Blake Plaster.

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