

# featuredagent

magazine



Rick  
Raanes



## Rick Raanes

Rick Raanes cut his teeth in the real estate business working in the construction and home rehab sector. There, he honed his knowledge of building and the market as a whole, before venturing into house-flipping on the investment side of the industry. Becoming an agent proved to be a natural transition for Rick, who set to work by combining his first-hand insight with a passion for serving others. That was back in 2004, and nearly 14 years later, he's crafted a first-rate professional reputation, as well as an all-star team in the Texas Rockstar Group.

Primarily serving The Woodlands and North Houston area, Rick and his team serve clients of all kinds, though they have a particular affinity for working alongside growing families moving up in the market. Rick heads a team of 15, including seven buyer's agents and two listing specialists, as well as an administrative support staff. Together, Rick and his team have built a substantial base of business, with 70% of their work stemming from repeat and referral clientele.

At the root of their success is an abiding commitment to people-centric service that doesn't skimp on the

details. From steadfast communication customized for the client, to incisive online marketing campaigns, Rick and his team ensure that buyers and sellers are in capable hands from start to finish. "In helping our buyers, our background in construction allows us to take into account the structure of a property, how well-built it is, and what the potential appreciation of the area may be. There's much more to a home than its paint colors and finishes. We make sure buyers are aware of all the little details."

As for helping sellers navigate the market, Rick applies similar insight from his construction days. Not only does he and the team prep homes for market through staging and magazine-quality photographs, but they also launch targeted social media and digital marketing campaigns to source the ideal buyer. "As far as our sellers go, it's all about protecting value," Rick explains. "We use one of the best photographers in the area, so that our first images online are our best images. This helps us attract the right buyer and do a great job for our sellers." Likewise, careful attention is paid to funneling online interest to the Texas Rockstar Group's well-curated site, ensuring would-be buyers land in the right spot. Rick and his



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team are also active in their community, creating natural opportunities to bolster their brand and listings. In fact, 2017 brought about a big change. Rick and his wife, Vanessa, and their son, Holton, started their own non-profit organization, the BackStage Foundation, to support causes close to their clients’ hearts. “Much of what we do is about supporting our community,” Rick explains. “Different clients support different causes — from the Montgomery County Animal Shelter, Montgomery County Food Bank, Green Zone Housing for Disabled Veterans to Hurricane Harvey Relief efforts, and more.”

While Rick and his team’s track record is well-proven, they’ve also earned various accolades along the way that highlight their abilities and accomplishments. They made the transition to eXp Realty in





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passion for serving others. “What we enjoy most are the people,” he says. “Everybody has different processes and goals when it comes to their housing needs, and the majority of our clients become good friends of ours. That’s a tribute to our team, and we really enjoy the process.”

As for the future of his enterprise, Rick and his team hope to increase their brand of success by expanding into new metro areas across the state, including Austin, San Antonio, and Dallas — to name a few. In the next five years, they hope to grow their team to 50 agents, with a positive presence rooted around the Lone Star State. Rick is also eager to keep learning and evolving with the fluctuations of the industry, with new buyers entering the market and established buyers beginning their next chapters. In the meantime, Rick most enjoys spending time with his wife and children, a family that’s full of talent. His eldest child is set to graduate from Texas A&M in the spring, his middle daughter travels the country showcasing her art, and his third-grade youngest is an awarded Irish dancer who performs at festivals around the state. Now, with almost 14 years of sterling experience behind him, and a determined eye toward the road ahead, the future is sure to be bright for Rick Raanes and his team, the Texas Rockstar Group.

June of 2017 as their banner company, and in five short months, they earned the ICON Agent status for their annual sales volume and giving back to the company. During this transition, Rick and Vanessa also merged teams with Brian and Holly Mathieson and their Forest Home Team. This partnership has been a blessing to team growth, and has created a super team that supports and compliments each other. By closing in on community relationship-building targets, and annual sales goals, Rick and the Texas RockStar Group have hit the ground running.

In considering the inspiration behind their hard work and prosperity thus far, Rick cites a genuine



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