



Incredibly motivated and self-driven, Noe Ureste, of Fathom Realty in Midland, Texas, is fortunate to have found a career in real estate at such a young age. After witnessing firsthand the numerous issues his parents went through while having their home built, Noe recognized the importance of professionals who really know their craft when dealing with real estate. His parents were careful to take all the right

steps in the process, but from the moment they broke ground and hit a gas line, they ran into one issue after another. What should have been an exciting milestone in life quickly turned into a nightmare. “All of it could have been prevented if they had a professional who’d taken the time and gone through the process the right way from the beginning,” Noe explains. And it was then that the real estate seed was planted in the back of his mind.

While he was attending the University of Dallas, the COVID-19 pandemic hit and Noe was sent home to attend school online. During this time, he did much in-depth research and chose to begin his real estate career instead of continuing college. Noe admits it was the financial aspect that was most appealing to him in the beginning, but he’s learned what is actually important in the short time he’s been in business. “I’ve learned a lot during the past year and a half, and now I understand that this job isn’t about the paycheck at all,” he says. “It’s about helping people.”

He credits his mentor, Kelsie Rasure, of RISE Real Estate Group at Fathom Realty, who has guided him since the beginning to ensure he’s on the right path. “My career wouldn’t be on the same trajectory without Kelsie,” says Noe. “She has shown me what it’s like to truly care about my clients and always put their interests first.”

Although he may not yet be as seasoned as agents who’ve been in business a lot longer, Noe understands the importance of focusing his priorities strictly on his clients, their goals, and their best interests. “People are

always going to remember how they felt when they bought their first home. They’ll remember what the process was like and I don’t want my clients to have any regrets after they worked with me,” says Noe.

In fact, it’s his clients’ satisfaction that he’s found to be his greatest reward. “It’s all the little wins, from getting their offer accepted, to getting a good home inspection report back, to signing the paperwork on closing day — that’s the best part about it,” Noe said.

As a young agent, Noe understands the important role social media plays in the business and uses it to his full advantage. He was recently ranked #3 on the list of Top 20 Midland Real Estate Agents on Social Media, via PropertySpark.com. When others are simply posting photos of listings, Noe prefers to post in-depth tours of homes, speaking about the listings as he goes. “I want people to know what’s on the market but I want them to see the layout and really understand that they’re not just looking at a living room, but an open concept that could be great for entertaining or for a big family.”

Although he doesn’t have a lot of free time due to focusing on growing his business, Noe is an avid sports fan — specifically of the Los Angeles Dodgers, Dallas Cowboys, and University of Texas baseball and football teams — and he loves to catch games whenever possible throughout the seasons. “Outside of real estate, watching a game is what you’ll find me doing,” says Noe.

The future is full of possibilities for Noe, and he’s looking forward to everything that is in store for him. He is currently planning to move to the Dallas-Fort Worth metroplex, and is excited about the growth opportunities that await him there. “I want to expand the business there but I know it’s going to take some time,” says Noe. “It’s a huge area, so I just want to get familiar with it so I can really give my clients the best service. I’ve gotten a lot of referrals from my inner circle so that’s been helpful. My friends and family know me and what my goals and aspirations are. They know I’m in this for all the right reasons.”

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