

Rachel Lange

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There are many pros and cons to consider when joining the family business and often, people take another route before realizing it was the right for them after all. This was the case for Rachel Lange, of Lange Real Estate, in Wichita, Kansas.

Rachel grew up watching her dad find success as a real estate agent and broker as she spent many days tagging along with him to the office or to appointments. However, when it came time to establish her own career, Rachel settled on the field of social services after graduating from Kansas State University. “I did that for a few years and enjoyed it but I always felt like something was missing,” Rachel said. After talking it over with her dad, who is her greatest mentor, she decided to make the change and get licensed. “Life made me find my way back to real estate in a haphazard kind of way. I get to work with my dad and learn from him every day. This is where my calling has always been.”

As a REALTOR® and Team Lead in her office, she serves Wichita and the surrounding suburbs, while focusing on the commercial market, primarily on the development side. “It’s really cool to see real estate from the ground up, so to speak,” she says. Being able to witness an entire concept come to fruition on what was once just a dirt lot gives Rachel an advantage with clients when it comes time to sell or lease the property. “I see it from a number of different angles, so I’m able to bring a more broad perspective to my clients in helping them see what fits them and their specific circumstances best,” says Rachel.

She goes out of her way to ensure the dynamic she has with her team and her clients is that of a strategic partner. “I like to meet clients where they are and get an understanding of where they’re going to help them accomplish their goals,” she explains. “I did social work to be able to help people and I feel like I’m continuing to do that, just in a different space. I get to be creative and innovative

in how we’re able to help our clients, from bringing resources in financing to helping them navigate through any obstacles that come along during the process.”

Rachel prides herself on following the Golden Rule while running her business, always treating others as she would want to be treated. “I don’t want to just make money and leave my clients where they are, but I have to make sure everyone wins in the transaction,” Rachel said. “I received a really good piece of advice that I follow to this day, and that was, ‘always do the right thing and the right response will come from that.’ It’s amazing how that continues to ring true. The market isn’t always hot like it is right now, so I have to make sure that I continue to do the right thing. It always works out in the end.”

And doing the right thing has certainly paid off for Rachel. Over the last few years, she’s been recognized as an Emerging Leader in Kansas, was part of Wichita Business Journal’s 2020 class of 40 Under 40, and also made it to their list of Women Who Lead in Real Estate and Construction. “I’ve also been blessed to be a recipient of the Masters Circle and President’s Award through the REALTORS® of South Central Kansas,” Rachel stated. As far as community involvement goes, Rachel carves out time to serve on the boards of the Salvation Army and Women in Commercial Real Estate, Inc., which provides networking opportunities to women in all aspects of commercial real estate. “I love to give back and be part of lots of different charitable organizations.”

Subsequent plans for Rachel’s business include growing and helping to develop the area across the Wichita region. However, any plans she has for herself also include her team, as they maintain a culture of ‘we’ in their office. That team mentality is one of the aspects she enjoys most. “I also really love that every deal is completely unique, so every day looks different from the last, which really fits my personality. Nothing is ever set in stone as long as I can help my clients be successful in meeting their goals and objectives, no matter what the end game looks like for them.”

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