

SPOKANE

REAL PRODUCERS.®

INFORMING AND INSPIRING STATE AGENTS



MEET TOP PRODUCER
RICH KING

» top producer

MEET RICH KING



Photo by
Cally Duncan.
Me and my wife of
37 years, Mary-Pat
(high-school
sweethearts).

How many years have you been a realtor?

I officially started on March 1, 2017, immediately after I passed the real estate exam, so one year and seven months now.

What is your career volume as a realtor?

As of Oct. 22, 2018, it is \$10,709,497, and I have nine transactions currently in escrow worth \$2.5 million in volume.

What was your total volume last year?

My first year, from my start date of March 1, 2017, through February 28, 2018, my total volume was \$3,078,400.

When did you start your career in real estate?

I would consider my real estate career to have started in February 2017 when I began studying for the Washington State Real Estate Exam. I studied for about two weeks full time (since I was unemployed at the time) before taking the exam and thankfully passing it the first time.

What did you do before you became a realtor?

Since 1998 I've held several sales roles from selling Dale Carnegie Training programs locally to selling best-practices research to C-level executives from Fortune 1000 corporations worldwide. I also had a great job working for a company called Clubessential for five years where I sold web-based member engagement systems to high-end private clubs (country clubs, city clubs, yacht clubs, etc.) from the Mississippi River to Hawaii.

What were the life events that lead you into becoming a realtor?

In February 2016, I was recruited by an old friend to lead sales efforts for his tech startup company that sold a Software-as-a-Service predictive analytics platform to large corporations with large sales organizations. It was a cutting-edge technology with

proprietary algorithms that helped sales reps determine which opportunities in their sales pipelines had the greatest statistical likelihood to buy. While it was brilliant, it was too new in the marketplace and wasn't getting traction. So, my friend cut me and several others loose the second week of November 2017 to trim expenses and save the company from failing. That's when I found myself, at 55 years old, unemployed for the first time in my adult life.

Why did you become a realtor?

Immediately upon losing my job, I began a full-time, 40-hours-a-week job search that lasted through mid-January. I thought that I would fairly quickly find another high-level sales position and pick up where I left off. But what I discovered was that my age, experience, and pay history made me less desirable in the workforce. Then one day over coffee, a friend of mine asked me if I had ever considered selling real estate. I quickly replied, "No," because that line of work truly never occurred to me. So, like I do with many important decisions, I began researching the industry — reading, meeting with and interviewing Realtors whom I knew, and praying. And while realizing jumping into selling real estate was a 100-percent commission job, I was attracted to a line of work that paid me based on my performance. So, I jumped in — all the way in.

Who has influenced you the most when thinking of becoming a realtor?

As a part of my research of this profession, I read books by Dirk Zeller, Mike Ferry and Jack Cotton. I also watched a lot of YouTube videos and listened to podcasts from a variety of real estate coaches like Tom Ferry and Bob Loeffler. That gave me lots of information and best practices to consider, but kind of info overload.

What are you passionate about right now in your business?

I'm very passionate about helping people — especially the residents of my West Valley community where I've lived for the past 24 years — understand the value of real estate of all kinds in this market. Most people I talk with have no idea what their properties — often their largest financial assets — are worth. I find that perplexing. Many of them have investment brokers, insurance agents, and other professionals that keep them informed about the value of their lesser assets. Why not their real estate? So, I spend a lot of time researching and studying real estate in our community and meeting with my neighbors to keep them informed. I want to be their trusted real estate advisor.

What has been the most rewarding part of your business?

As I began my real estate career I really thought that my time would be focused entirely on property research, contracts, marketing, and learning the day-to-day activities in this business. What I didn't foresee were the relationships — the very dear friendships — that I would develop with many of my clients. I discovered how very emotional buying and selling a home is to most people and how they put their total trust in me to guide them safely and surely through the process. I get to be a part of one of their most memorable life experiences. That has been incredibly rewarding to me.

What was your biggest challenge as a realtor?

My biggest challenge right now is managing the growth of my business. When I first started, I worried about getting enough business to actually make a living doing this. Now, thank God, I'm so busy I can barely manage my many clients and prospective clients' constant needs.

How does real estate fit into your dreams and goals?

I really wish that I had discovered and followed this profession 20 years ago. While that would have eliminated the many wonderful experiences I've had in sales over the past two decades, I would be so much smarter about this industry, and I believe that I would have a well-oiled machine for a business that would allow me to earn a very, very good living with far less the time and effort I'm currently expending. So, I'm working and learning and planning to develop that kind of business over the next seven years to coincide with my wife's retirement from teaching. I don't plan to "retire" from real estate at that point, but I want to have built a solid business by then that would allow my wife and I to travel extensively and really live the last years of our lives while my business continues to provide well for us.

What's your favorite part of being a realtor?

I love running my own business and determining my own road to success. And what better industry to run a business than real estate. I find it extraordinarily fascinating. There are so many facets to this industry. Every property and person are so very different from the next and allow me to be in a perpetual learning state. And I love to learn.

Define success.

Self-actualization. I think success is far more an internal thing than an external "award." When I'm truly happy, fulfilled and experience joy — and this is important — as the fruit of my actions, my efforts — then I'm successful.



I put five of these large signs up in the Millwood/Pasadena Park/Northwood area among the other many political signs. I got lot of comments and calls from people who either thought it was clever, funny, or they thought I was running for office! Whichever, they were talking about me! After being up for two months, I was told I had to take them down because they didn't meet the SAR's or Windermere's signage guidelines.



This fall with my son, Corey, and his new bride, Alysa.

Richard and Megan

Tell us about your family, including names, interests, what you like to do together.

I'm madly in love with my high-school sweetheart and wife of 36 years, Mary-Pat King. I continue to be blown away at how much stronger our relationship has grown together as time goes on. God totally hooked me up! I also have two incredible sons, Richard IV and Corey. They are two young men of great character and principle, and Mary-Pat and I love them very much. Richard and his wife, Megan, have also given us three adorable grandchildren. They always live far away because Richard is serving our country as a USAF officer. But we're very grateful that Corey and his new wife, Alysa, live here in Spokane. I actually helped them buy their first home earlier this year. I also come from a large, multi-cultural King family with five siblings and lots of nieces and nephews. My mother, Glee, is enjoying her retirement and a very large family that loves her dearly. Together, Mary-Pat and I love to travel to places where the sun shines and we can feel the sand between our toes. Apart, Mary-Pat is the garden queen with her many dahlias and roses, and I'm addicted to golf — the most frustratingly wonderful game ever created.

Favorite books and/or favorite music?

I like to read suspense fiction like Dean Kuntz, John Grisham, and Stephen King. I also really enjoy reading non-fiction books



about real estate. I'm rabid for learning about real estate growth strategies and modifying them to work for me. As far as music is concerned, I've always loved classic rock: Pink Floyd, Led Zeppelin, Journey, Foreigner. But as I've grown older I've learned to love music that I had no interest in when I was younger. I love Josh Groban's voice. It actually makes me emotional! I also love many types of indie rock and ambient music. I find them very cerebral, emotional, and relaxing.

Are there any charities or organizations you support?

I believe strongly in the value and importance of education in our community. So, I'm on the Board of Directors for the West Valley Education Foundation, an outstanding organization that raises scholarship funds for deserving students from the West Valley School District. I'm also a part of the West Valley School District's Strategic Planning Committee. World Vision and Spring of Hope are two charitable organizations that my wife and I have a heart for and regularly support.

What are your hobbies and interests outside of the business?

My greatest interest is in my wife, Mary-Pat. We really enjoy spending time together, whether it's watching movies, shopping, taking long walks, or traveling. I also am an addicted golfer. Golf is an extraordinary sport. It challenges me both physically and mentally, and I love regularly practicing on my backyard putting green that I built eight years ago. It's my pride and joy!

Being new, what advice would you give to someone else that is interested in becoming a realtor?

I believe in being honest with people all the time. Not rude, but honest. First, I would find out if they want to sell real estate for fun or to make a living. If it's just for fun, then I would tell them to enjoy themselves. I wouldn't really have much else to offer. But if they wanted to make a living — or even wanted to make a very good living in real estate — then I would advise them to be prepared to work very hard for 60-70 hours a week for the first

two years. I would urge them to spend most of their time prospecting using every means and method they can steal from experienced agents. And I would encourage them to learn as much about this business as they can and about the real estate market in their chosen farm area and establish themselves as the go-to agent for that community. That will open up many doors for them.

In closing, is there anything else you would like to communicate using this Top Producer platform?

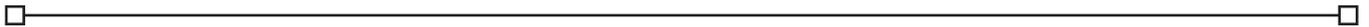
I would really like to encourage my counterparts new to this business to realize that selling real estate is a very unique profession that can allow people to both have a profound impact on other people who cross our paths and serve as a vehicle for allowing one to make a very good living. But for the first two to three years of their lives, they must work harder than they've ever worked in their lives.

If there is ONE thing you want to be sure the article captures about you as a person, how you run your business, or what others can learn from you- what would that be?

Selling real estate is a sales role. We're selling. It kills me to hear other Realtors say they're not in sales. They think of sales as being a dishonest thing or a dishonorable profession. I completely disagree. The best salespersons really want to help people and hopefully have a product or services that will enable that help. That's a very good thing. So, to be successful in sales you have to love people and then be ready to work very, very hard to get in front of people to offer your products/services.

What do you want to be remembered for?

The best compliment I've gotten from many of my clients over the past year and half has been that they've trusted me and considered me to be a true friend. I would like to be remembered as an honest man and a trusted friend.



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