

# TOP AGENT

MAGAZINE



RICH KING

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KELLERWILLIAMS.

  
**RICH KING**  
REAL ESTATE



# RICH KING

*As a Keller Williams agent, Rich King and his team are among the top 1% of producers in the greater Spokane region.*

Rich King came into real estate after working in sales for over 20 years, as well as business training, executive development, and consulting for a Fortune 1,000 company. Then, in 2017, Rich found himself at a professional crossroads when he was laid off by the struggling tech startup where he was working. “A friend asked me if I’d ever considered real estate, and I said no!” Rich recalls with a

laugh. After talking to some other acquaintances who had made careers for themselves in real estate, Rich took the leap and got his license. Now, three years later, Rich has his own small team and is among the top 1% of producers in the region. Working according to his motto, “Professional Service, Personal Relationships,” Rich has established himself as a trusted resource and guide to his clients.



As a Keller Williams agent, Rich serves the greater Spokane region. He points out that his experience in both sales and real estate inspires confidence in his clients, and that on a personal level they trust him deeply to act in their best interests. “I’m easy to get to know and people feel comfortable with me and find me trustworthy,” he says. “I want

to run a really solid business. But to do that, people must like me, trust me, and respect me. I think I just naturally make it easy for people to connect with me.”

Nurturing personal relationships is crucial to Rich’s success. He notes that he often becomes friends with clients, so staying in



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touch comes naturally. "It's more than just a business transaction," he says. He gets in touch with clients by mail and email, as well as calling them on the phone for a friendly conversation, to say hello and see how they're doing.

When marketing a listing, Rich has the process streamlined for maximum impact. His assistant and transaction coordinator, Carli Riordan, helps him to develop and organize systems and processes. "We have checklists for everything," Rich says. "We've got everything down step by step so we never miss anything for a client." His marketing approach includes readying the home for photos, which usually entails paring down for a minimal look that will photograph well and allow potential buyers to imagine themselves making a home there. Professional photos, as well as aerial drone photos for almost all listings, are paired with open houses that Rich promotes extensively. "We do everything we possibly can to maximize the exposure of our listings in our market and in other metropolitan areas."



Rich emphasizes community involvement in his professional and personal life. He is a longtime resident of the West Valley community and serves on the board of directors for the West Valley Education Foundation, which provides scholarships to deserving and typically underfunded young men and women who have a desire to go to college and get a higher education. Rich is also

involved in his church where he has been able to help mentor young men and develop faith-based relationships with others. When he is not working, Rich enjoys spending time with his wife of 37 years, whether it's walking, watching movies together, or shopping. Rich also has a passion for golf, which led him to build a real grass 1,800 ft<sup>2</sup> putting green in his backyard.



In the future, Rich plans to continue growing his business and his team. “I want to continue to produce at a very high level. We’re experiencing some really nice growth right now: We did \$11.6 million in both 2018 and 2019, and so

far this year we’re on track to close more than \$10.7 million in volume by the end of May, so we’re way ahead of the goals we set for 2020. That’s due to time in business, developing relationships, and having the support of my team.”



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