

TOP AGENT

MAGAZINE

GREGORY
RICE



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Like many New Jersey natives, Top Agent Greg Rice moved to New York City when the time came to pursue a career. “I worked in TV advertising and sold commercial time for Fox Television, Discovery Channel and others,” he explains. And though he was successful doing it, Greg felt something was missing. “I realized that essentially, I was selling ‘air’,” he says with a laugh. “It wasn’t anything tangible and I was only making rich corporations even richer. It wasn’t very fulfilling.” That realization, coupled with the events of 9/11, caused him to evaluate his situation and make some changes.

It turned out to be the right time, as his brother, a renowned architect near their hometown in Sea Girt, NJ, was expanding his firm of Rice & Brown Architects. “He gave me the opportunity to learn the business and I knew I could use my background



to help him, so I walked away from corporate America and headed home,” Greg says. Managing the firm taught him about architecture, construction, zoning and land use.

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It also gave him an idea. “Clients seemed to be impressed with their architect and their builder, but it seemed most had a frustrating real estate process leading up to that point,” he says.

“I saw it as the perfect opportunity to get my license and help the firm’s clients,” Greg says. “Then my business took off so quickly that within







two years I had to leave the architecture firm because I was so busy with real estate.” Greg now serves the central New Jersey Shore — the towns of Southern Monmouth County and Northern Ocean County — with residential real estate services. Though he’s happy to take on any type of transaction and price point, a good portion of his business is centered on clients seeking second homes or “shore houses.”

Greg has an entirely client-focused approach to the business and goes into every transaction with only one thing in mind: putting his clients’ best interests above all else. “A large part of real estate is marketing properties, but another part is marketing yourself, as an agent. These two dynamics can sometimes contradict each other - they compete for your time, energy, and money,” he says. “I don’t have big billboards or mass mailings or TV spots. I’m 110% focused on my clients and their properties. And their referrals are my best form of advertising myself as an agent.”

His time managing the architecture firm gave Greg a front row seat to what people want in a home. He uses that knowledge to educate his clients and focus on their lifestyle priorities. “I actually like to work with buyers for quite a while before we even start looking at houses,” he says. “I’ll find out their wants and needs and we’ll look at neighborhoods, school systems and lifestyle goals to narrow down the areas that are a good fit.”

When it’s time to make an offer, Greg knows how to make an impression. “Clients are surprised to see I research a property thoroughly,



conduct my own market analysis, and then submit it with the offer in order to get the best possible price for my buyer,” he says. “Those are the things you don’t see on the HGTV reality shows,” he laughs.

Greg is equally committed to working with his sellers. “I accompany every showing at every one of my listings,”

he says. “Many agents don’t, or they’ll send assistants or someone else, but I want to make sure it’s done right.”

There’s no doubt Greg’s client-centered approach is responsible for his success, which has earned him recognition from the New Jersey Association of REALTORS® Circle



local MS Walk and fundraising for ALS charities.

“My love for this job inspires me. Life’s biggest moments—marriages, births, job promotions, even deaths—usually involve a real estate transaction, and it’s in those moments I feel I’ve truly helped people through an important time in their lives.”

When he’s not helping clients or his community, Greg loves spending time with his wife and three young children, and coaching his 5-year-old son’s T-ball and soccer teams.

of Excellence going on 2 decades - an honor bestowed upon only a small handful of New Jersey agents. He has sold over \$300 million thus far and is now one of the top REALTORS® in the entire country. Greg is proud to participate with Clean Ocean Action, a nonprofit that organizes Beach Sweeps to clean up the local beaches every spring and fall. He’s also involved with the

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