

HOUSTON

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INFORMING AND INSPIRING REAL ESTATE AGENTS

Nicky
GOMEZ
GO ALL-IN!

OCTOBER 2019

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"REAL ESTATE ALLOWS ME TO DO WHAT I HAVE ALWAYS WANTED, WHICH IS TO TRAVEL AND SPEND MORE QUALITY TIME WITH MY FAMILY. I HAVE ALWAYS SAID ONE DAY I WOULD HAVE MY NAME ON A DOOR. AND NOW WITH REAL ESTATE, I DO."

MY BOYS

For Nicky Gomez, of Nicky Gomez Real Estate Group, her priority has and always will be her boys. "I have two amazing boys that I do everything in my life for. They are my why!" she beams. "Since they were little, they were my boys. My husband would tell me, 'You know there are two of us, right?' I would tell him, 'I know, but they are my boys.'"

When her boys were in school, Thursday nights were reserved for feeding the football team before their games the next day. Nicky Gomez

considers herself to be a 100-percent football mom. Besides her two sons, she considers their teammates her other children.

"We've had so many kids who have stayed with us or we took care of. It's been amazing seeing them graduate college," she expresses. "For some, it wouldn't have been possible if we hadn't had the success we've had to help them get through the process."

Nicky mentors families with student-athletes and helps them create a plan of what

they need to be doing at the junior high and high school level to go to a top tier athletic college, or even an ivy league school. She has seen too many young athletes lose great opportunities for higher education because they weren't prepared.

"You can run a 4.2, but it's not going to get you into a great college if they can't let you in because of grades or a missing SAT score," she notes. With Nicky's intervention and knowledge, she has helped kids who had no one believing in them go to college, graduate, and have a fulfilling career.

"These boys are always saying how grateful they are and how they wouldn't have accomplished what they have or be where they are if we weren't pushing them," she recounts, trying to hold back tears. "A lot of the boys, they come back and tell me how grateful they are that we are a part of their lives when no one believed in them or gave them a chance."

ROAD TO REAL ESTATE DOMINANCE

While working at a local insurance

▶▶ cover story



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I FORM RELATIONSHIPS WITH MY CLIENTS, SO MUCH SO THAT WE ALL HAVE WITHDRAWALS FROM NOT TEXTING, TALKING, AND SEEING EACH OTHER AS OFTEN. I DON'T TREAT ANY OF MY CLIENTS AS A TRANSACTION. EVERYONE HAS TREATED THE SAME NO MATTER THE BUSINESS. I AM A PART OF THE JOURNEY WITH MY CLIENTS THE WHOLE WAY.

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office, Nicky had a client who knew how important it was for her to be an integral part of her boys' lives. She was involved with the PTO, football and wrestling booster clubs, and was a district-wide volunteer coordinator for the Klein ISD.

"He told me he thought I would love the business," she recounts. "My client felt being in real estate would free up more of my time to do the things I truly loved to do."

From that conversation, she knew she wanted to real estate, but she wanted to give it her all, 100 percent dedication. Until she felt it was the right time, she worked as the senior vice president and director of client services and marketing at one of Houston's largest private equity firms. She played key roles in the development of programs and was directly involved in their nonprofit program, which helped and developed young men through youth football.

In December 2014, she gave her notice. Her youngest son was graduating that year and heading off to college. She knew it was time to get ready for her dynamic move into real estate. She earned her license in July 2015 and started her new venture at Keller Williams The Woodlands and Magnolia in August 2015.

In her first year, Nicky came out swinging. She was the KW The Woodlands and Magnolia 2016 Rookie of the Year, and she accepted an invitation to the Agency Leadership Council, an honor only given to those who are nominated by their peers. Six months into her career, she was nominated for the Eagle Award. Being recognized with all of these honors is an achievement no other agent in her office has accomplished their rookie year.

She was welcomed into the KW



President's Circle in 2017, and from the start has been in the top three in individual volume, listings, and closed units for KW The Woodlands and Magnolia. In 2018, she was No. 1 in closed units. Supporting her through it all is her assistant, Alexa Berry.

"She has been with me for two years, and I truly couldn't be where I am without her. She is a college student at Sam Houston and works with me part-time. She is the keeper of my time and controller of my calendar," she grins.

Working as a solo agent, her career volume is \$44.5 million. In 2018, she closed on 66 transactions totaling more than \$15 million. By the midpoint of 2019, she had already surpassed her volume and number of transactions from the year before. Nicky reached this level because of the philosophy she holds true for her family, her work with the youth, and now her career: Go all in!

"If you want to get good numbers, you have to go all-in! You can't do this part-time," she testifies, especially to new agents. "Just because you get your license doesn't mean your grandmother, uncle, or

friends are going to all of a sudden buy a house. And, we all know a real estate agent. It's all about building a relationship immediately with anybody and everybody you come in contact with."

THREE PILLARS OF REAL ESTATE

According to Nicky, relationships are the cornerstone of a successful real estate business. Every month, she sends handwritten cards to her clients and prospects. She sends out birthday cards and baby gifts. She also uses a service to leave them a voicemail just to check-in and see how they are doing. All of this is done to keep her top of mind – which she calls her secret weapon.

The second pillar that keeps her business growing is open houses. "I started doing open houses month one of becoming an agent. I was doing them every weekend in rain, sleet, or snow – I know it's Texas," she laughs. "But the point is I was meeting people, I was forming new relationships, but I wasn't getting any deals. Then in month four, all of a sudden, all those months and weekends spent at open houses paid off. I had one of my largest volume months and knew this was the right choice."

Nicky attributes 94 percent of the business she did her first year to those four months hustling at open houses and curating those new relationships. She has even been tapped by KW to teach a course on effective open houses and how they can grow a new agent's business.

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The third pillar Nicky lists is networking – with other agents. “I have sold more homes before they go out on the market because I have a database of trusted real estate agents,” she points out. “I send it to them first. They trust me, they know me, we’ve done business together, or we have networked.”

FAMILY IS THE PRIORITY

Born in Beaufort, South Carolina, Nicky was a military brat moving from coast to coast. However, she does have roots planted in Texas and Florida. Her mother is Cuban, so she spent a lot of time in Miami.

“I love to travel, but we go to South Beach — a lot. I’ve probably been there three times this year. It’s my second home. My aunt Olga will make me black beans and rice and a steak — it is like euphoria.”

Nicky is proud of her heritage, and she is especially proud to come from a long line of strong women. “My aunts are my three moms. All three of them pretty much made me; they raised me,” she shares. “Without them, I could not have become the strong, independent, driven, and successful woman I am.”

In 1990, Nicky finally settled in Texas where a majority of her extended family lives. She married her husband in 1995. “We are still married because he is gone three weeks out of the month on an oil rig,” she jokes. “Tracy is amazing, strong, and the most caring husband any women could ask for. He has been putting up with me for over 24 years.”

Then there are her two amazing boys. Her oldest, Matthew, 27, works for Tesla. Meanwhile, Tristen, 23, is in his last year at the College of Grandview at the University of Iowa.

Then, of course, are families she helps every day to find their place to call home. “One of my favorite parts of being an agent is the moment a family brings their kids to their new home, seeing their smiles, hearing their laughter and giggles as they run around the house picking their rooms or running around the yard. Those moments I live for with every journey I take with my clients — the smiles and joys of being in a home.”

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From left to right: Alexa Berry and Nicky Gomez



From left to right: Matthew, Nicky, Tracy, and Tristen Gomez.

