

About

Being able to mentor, coach, and train top-producing Realtors requires more than a good play book. Peak performers require someone who has been there, done the work, and knows the path. Rich Shuman is exactly that. With over two thousand personal transactions and managed deals in the tens of thousands, Rich is qualified to work with agents of all levels. His transaction diversity is a major asset as well, with clients ranging from cities to retirees; his coachees will learn a broad-based perspective that solves problems. Being effective at helping others learn and grow is more than production though. It requires superb communication, authenticity, and a willingness to go the extra mile every time. Rich has proven this for over two decades and is recognized as a strong leader with a gentle style.



Rich lives in Boulder City, Nevada, with his wife and five children. He is a scratch golfer and avid fisherman.

Coaching | Mentoring

Growing up in a real estate family gave Rich a lifelong look into the industry. His understanding of what makes for success, failure, growth, teams, market cycles, and trends run over 3 decades and offer his clients not only education and guidance, but wisdom and clarity. Rich is actively involved in the creation of Pathfinder materials, and has been through training or coaching by most of the major companies. His approach is pragmatic and goal-oriented, with emphasis on getting things right the first time - critical for the intensity of the Pathfinder program. With personal production exceeding half a billion dollars, Rich can also bring business concepts back to real estate relevance, and can usually offer guidance at a very specific level.

Notable Expertise

Rich is a master real estate recruiter and trainer for recruiters. With over 1,000 career agent intakes, including over 200 in a single year in a highly competitive market, Rich understands how to differentiate. Whether a company, team, or solo agent, this knowledge of how to be chosen translates into production. Rich also highly qualified to train commercial and land, with transaction expertise from municipalities, Las Vegas Strip hotel/casinos, chain retailers, health care, and home builders. As an elected City Councilman, he also has a keen understanding of real estate from an entitlement and development perspective.

Awards and Achievements

- City Council (elected) - Boulder City, Nevada
- Currently Manages a \$40 Million Property Portfolio
- Sold 300+ Homes for 5 Consecutive Years
- Licensed Broker in Oregon, Nevada, Massachusetts
- First Real Estate License - Age 19