

Ferguson Approach ~ an Advertiser Review

Buying or selling a home can be a daunting endeavor. Having someone who is conscientious, creative, and knowledgeable about the steps involved can make the difference between the experience being a positive one or downright torturous – potentially even disastrous. A house is, after all, the largest investment or asset that most people hold.

Enter Rick Ferguson, offering his Ferguson Approach to the process. Rick, his wife Maja - a designer and stager, plus their two children Benjamin and Madeline as Realtors® form a well-orchestrated team that serves clients throughout the Southeast Valley of Phoenix Arizona. Ferguson Approach is a family-owned and operated real estate team within the Coldwell Banker Realty network.

Rick is a former military officer (US Army Field Artillery). He is also retired from the corporate consulting

world; with emphasis on management, sales, and marketing. These background careers each require one to be extremely organized and methodical. He has carried these traits forward -- focusing on his clients' needs, high attention to detail, and always following up with those he serves. By doing so, he has already earned himself plenty of repeat and referral clients. He treats each one as though they are his CEO.

Skills and attitude such as these are so very important in helping someone, especially a new home buyer, to make informed choices. In addition to working with first-time buyers, Rick also has a SRES (Seniors Real Estate Specialist) designation and works with a lot of seniors.

Rick brings a high level of positivity to his relationships. He presents an air of confidence and trustworthiness that can set a buyer or seller at ease. Numerous clients have offered Reviews indicating that he is extremely well regarded in his work... “honest”, “trustworthy”, “high integrity”, “good communication skills”, “no drama”, “readily available”, “a pleasure to work with”, and so on.

Rick recently received the Five Star Professional 2022 Rising Star Real Estate Agent Award, being recognized for his “professional excellence” and “superior customer service”.

Although his office focuses on the SE Valley of Phoenix, Ferguson Approach can advise anyone in the state; having created a network of referral agents who Rick & Maja feel operate within the same standards as they do.

Rick shared, “My favorite part

of my job is the ability to arrange a great transaction for my clients. I love the negotiation and transaction process. I enjoy listening to what clients need and then helping them find their dream home. I especially love working with first-time homebuyers and sharing in their excitement of buying their first home.”

When not working, he loves riding motorcycles with his kids, and spending time relaxing with family and friends. Rick is active within his ABATE of Arizona Chapter. He is also a member of the American Legion Riders.

If you are in the market to buy or sell a home, you would be well served to contact Rick & his Ferguson Approach team. Not only will they will guide you through the process successfully, you'll likely have some new friends as well.

The Ferguson Approach office is located at 209 E Catalina Lane in San Tan Valley, AZ. Call 480-359-1004 or visit online at <https://fergusonapproach.com/find-your-dream-home> &/ or <https://www.facebook.com/fergusonapproach>

