



— CASE STUDY · FOUNDER PROFILE

Eric Gonzalez

Broker / Owner, Carte Blanche Real Estate Group · Founder & CEO, Agent FOMO

Most agents have sent a referral into a black box and hoped a fair fee came back. Eric Gonzalez spent 24 years watching that happen — then built the fix.

24+

YEARS IN
REAL ESTATE

3,000+

HOMES SOLD
IN DFW

\$7.5M

RECORD SALE
400+ ACRES

2×

BOARD SEATS
ARBOR & NTREIS

MANSFIELD, TEXAS · SERVING THE DFW METROPLEX

CARTEB.NET · AGENTFOMO.COM

A second-generation REALTOR® who knows the DFW market cold



2

BOARD SEATS — ARBOR & NTREIS
MLS

Eric Gonzalez is the Broker / Owner of **Carte Blanche Real Estate Group** in Mansfield, Texas, and the Founder & CEO of **Agent FOMO**. A second-generation REALTOR® with more than two decades in the business, he has closed over 3,000 homes in the DFW market and built a reputation as a highly responsive broker who answers the phone, works the deal, and puts the agent relationship first.

He earned that reputation the hard way. Eric built his career at some of the largest real estate firms in the world before striking out to found his own brokerage — carrying the systems and standards of the big brands into an independent shop built around agents rather than corporate scale.

That credibility isn't just transactional. Eric holds board seats with both the Arlington Board of REALTORS® (ARBOR) and the NTREIS MLS Board of Directors, and serves on the MLS Committee — a rare, association-level vantage point on how real estate data, listings, and referrals actually move across North Texas.

THE BACKGROUND

A marketer and a technologist before he was a broker

Eric brings a background most agents don't. He holds a degree in marketing and spent formative years in information technology and enterprise technology sales — selling Cisco and Citrix infrastructure before real estate became his full-time calling.

That combination is why his grasp of AI marketing in real estate runs well ahead of the field: he learns what's actually under the hood, then puts it to work for clients and agents — the difference between using AI and understanding it.

Deep expertise in down payment assistance – and a listing record that delivers

For buyers, Eric is a genuine specialist in down payment assistance programs for first-time homebuyers. Through longstanding affiliations with multiple housing authorities across the DFW area, he knows which programs a first-time buyer actually qualifies for, how to stack assistance with the right loan, and how to get a family into a home they were told they couldn't afford.

For sellers, the track record speaks for itself. Across more than 3,000 homes sold, Eric has built a reputation for getting sellers the right price, the right terms, and a marketing plan built around how buyers actually search today. His range runs from a first-time buyer's starter home all the way to a record sale of \$7.5 million for more than 400 acres — and he stays reachable from list to close.

3,000+

HOMES SOLD

\$7.5M

RECORD SALE, 400+ ACRES

AREAS SERVED

DFW cities and suburbs where Eric has closed deals

Mansfield	Grapevine
Arlington	Westlake
Dalworthington Gardens	Haslet
Burleson	Euless
Fort Worth	Bedford
Dallas	Denton
Midlothian	Prosper
Red Oak	Venus

The referral market was quietly extracting from agents

Real estate runs on referrals, but the plumbing was broken. When an agent sourced a client outside their market, the lead too often disappeared into a relocation company, a lead-generation portal, or a middle layer that skimmed the fee before the two agents ever spoke. The person who did the work and the person who took the cut were rarely the same person.

From his board-level view at NTREIS and ARBOR, Eric saw the pattern clearly: agents held the real relationships and the real trust, yet the least-connected party in the chain captured the margin. The obvious question — why is there a stranger standing between two agents who could just talk to each other? — didn't have a good answer. So he built one.

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I've watched the MLS go from printed books to portals to today's data wars. It's the same old problem — just using new technology.

ERIC GONZALEZ — ON REAL ESTATE DATA OWNERSHIP

Agent FOMO: a REALTOR®-only, agent-to-agent referral platform

Agent FOMO is a realtor-only network for agent-to-agent real estate referrals. A licensed agent finds a qualified client, searches the platform, and sends the referral directly to the verified agent they choose — no relocation company, no middle layer, and the two agents set their own terms. It isn't a gimmick; it simply removes a toll booth that never added value.

Eric launched the platform in 2026 alongside co-founders Ryan Murray (marketing) and John Moline (technology), with realtor-friendly founder pricing and free, basic, and unlimited membership tiers. The build reflects his core philosophy: peer-to-peer credibility over corporate scale, and agent empowerment over intermediary extraction.

BEFORE

Agent → **Middle Layer** → **Agent**

fee skimmed in the middle

AGENT FOMO

Agent → **Agent**

direct, terms set by the two agents

“Agents do the work and build the trust. Agent FOMO just makes sure they keep the relationship — and the fee they negotiate. Direct, agent to agent, the way it should have been all along.”

ERIC GONZALEZ — FOUNDER & CEO, AGENT FOMO

Empowerment as a business model

For agents across the Dallas–Fort Worth Metroplex and beyond, the value proposition is simple: keep more of what you earn, work with agents you can verify, and control the relationships you built. For the wider industry, Agent FOMO is a case study in what happens when someone with real MLS and association governance experience turns a structural problem into a product.

That instinct to lift up other agents isn’t new. Over the years Eric has mentored many agents across the DFW area who have gone on to become top producers in their own markets. He also hosts a quarterly networking mixer for real estate professionals — welcoming peers and even direct competitors, because a good reputation among agents is worth more than any single deal.



AT A GLANCE

FOUNDER	Eric Gonzalez, 2nd-gen REALTOR®
LOCATION	Mansfield, Texas · DFW Metroplex
TRACK RECORD	3,000+ homes sold in DFW
RECORD SALE	\$7.5M for 400+ acres
EXPERIENCE	24+ years in real estate
GOVERNANCE	ARBOR & NTREIS board seats
EDUCATION	Marketing degree; IT & tech-sales
TECH EDGE	AI marketing in real estate

Both companies are growing — and there's room for you

As Agent FOMO scales across the DFW area and beyond, the team is bringing on additional marketing representatives to help agents discover the platform. Agents and marketers who want in on an agent-first company at the ground floor are encouraged to reach out.

Eric is also growing Carte Blanche Real Estate Group. If you're an agent looking for a real mentor — someone who knows the day-to-day operations of running a real estate business, not just theory — Eric offers one-on-one mentoring to help you build yours.

Get in touch with Eric Gonzalez

Let's grow your business.

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BASED IN

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Agent FOMO

Agent-to-agent real estate referrals.
Realtor-only. Direct. Verified.
Now hiring marketing representatives.
agentfomo.com