

Roger Deines got started in the real estate industry by accident. “So my wife, who worked for JD Reece Mortgage at the time, asked me to go to lunch one day and I met Jerry Reece, who told me

work a lot of hours and sold my first house two months into the business. The industry has changed significantly since I first started. The competition is only a click away and you have to remember that. I’ve built my



I should consider real estate. After giving it some thought for a couple of days and another conversation with him, I decided to start taking real estate classes. Twenty years later, here I am.”

And the years have been good to Roger. He has mounted a masterful industry tenure, having built his business on people-centric service and lasting professional relationships. “I’ve never been afraid to

business working from referrals and I also work in new construction, working with multiple builders in the community. Now it’s kind of a train and it moves on its own. But being in the industry for 20 years, there are always learning opportunities when working with different generational buyers and sellers, like Baby Boomers and Millennials. Some clients prefer the face to face interaction while others prefer to do



their interactions via text and email. We have found that adapting to each client’s needs is the key that has given us the continued success. “If you’re going to succeed in this business, you have to make sure the relationships are solid, lasting and built on trust.”

It’s this tenacity that makes his clients keep coming back and referring their friends and family to him. A decidedly personal streak runs through his work, and Roger makes an authentic investment in each client he takes on. Likewise, Roger focuses his efforts on building relationships for the long-term, and treats his clients accordingly. By offering loyal, comprehensive service and by remaining attentive to client needs around the clock, Roger and his team ensure that clients close every transaction having had a memorably positive experience. And that memorable experience transitions to several repeat

customers and continues to generate referrals for the team. Chad Dumas, ReeceNichols broker states, “A huge part of Roger’s success is his incredible work ethic. He and his team work tirelessly to make sure their clients are well represented in an ever changing real estate landscape. The Roger Deines Group seamlessly combines personal concierge service with the most updated technology. That’s what creates longevity.”

Five years ago, Roger decided to form a team of individuals that come from all different professional backgrounds. His team of 8 members includes full time Missouri and Kansas licensed agents, a transaction/client care coordinator, a graphic designer and a marketing director. They average between \$30-35 million of volume a year, sold over 140 homes last year and ranked #33 in the State of Missouri. Together they



have sold 689 homes in just those short 5 years. More important than any of these numbers, Roger recognizes the real success is the genuine teamwork exhibited from his team. The term “team” is a popular buzzword in this business, but Roger feels blessed to have a group who genuinely enjoys working together.



One of Roger’s team members, Mike Hastings, tells us how he came to be a part of that strong team. “About 20 years ago I was wanting to list my house, so I called Reece Nichols and spoke to Roger. A couple days later this young guy came

fingerprints are in real estate across the KC Metro. With several new construction communities already under development in Jackson County such as Napa Valley and Four Pillars Estates, they also have subdivisions in Cass and Wyandotte counties. Roger states, “We are excited about the activity we currently have in Fairway Ridge and Northridge at Piper Estates. These communities are getting to know us and our builders, such as Kevin Higdon Construction.”

Outside of the office, Roger spends a lot of precious time in the community, coaching various sports related activities and supporting local services such as Hope House, United Way and Lee’s Summit Social Services. “Our community means so much to us. Our team spends a lot of time volunteering with the many great charitable organizations across our city. We most recently participated with Team Smile for the fourth year in a row and it’s important for us to stay involved in these organizations.” ■



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