

BOULDER COUNTY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.



Brandon
Rearick

Difference Maker. Game Changer.

“This world is too big to try to tackle by yourself. Have people who love you and give you purpose. That’s what it’s all about,” says Brandon Rearick. He doesn’t say that lightly. It’s a conviction. The kind that gets built over time, through loss, grit, growth, and a whole lot of life in between.

Because Brandon’s story?
It’s not polished. It’s real.

Raised by a deeply introspective, holistic mother after his father left when he was just a year old, Brandon learned early in Lompoc, California, that life doesn’t wait for you to catch up. You either rise to meet it, or you get stuck in it.

“My mom taught me we’re responsible for how we respond,” he says. “You can’t control what happens to you, but you

can control what you do next.” That mindset followed him everywhere, including when he moved from Lompoc to Estes Park in 1980. Onto the field, where he played baseball at the University of Northern Colorado in Greeley, where he got a degree in Advertising and Marketing and a minor in Coaching. Into adulthood, where he learned how to compete without losing himself. And eventually into business, where that same internal drive would set him apart.

“Baseball teaches you how to fail and keep going,” he says. “That translates into everything.”

After college, Brandon spent eight years in outside sales with iHeartMedia, mastering the art of connection by reading people, understanding needs, building trust. Then came the pivot that changed everything.

A friend told him he should become a mortgage lender.

“I said, ‘I don’t know anything about that,’” Brandon laughs.

“He said, ‘You’ll figure it out.’” And he did.

He entered the mortgage industry in 2003 and built a strong career grounded in hustle and straight-up honesty. Years later, in 2018, he made another bold move, stepping into real estate. And here’s where Brandon becomes different. Because he doesn’t just “sell homes.” He understands the entire deal, from financing to final signature, and he knows exactly where things can fall apart if you’re not paying attention.

“I talk to every lender. I ask questions most agents don’t ask,” he says. “Because I’ve been on the other side of it.” Expect him to talk what he calls “lenderese” with mortgage loan officers to make sure everything is on the up and up. “I don’t want any hidden dynamite that can blow something up at the last second.” He keeps his bases covered.

That perspective gives his clients something rare: confidence. Fewer surprises. A steady hand in a process that can feel anything but steady.

But if you ask Brandon what really drives him, it’s not the deals. It’s people. “I believe we’re here to bring value to others,” he says. “When you put people first, everything else follows.” And that belief isn’t just something he talks about; it’s something he lives.

It shows up in small moments. A kind word. A check-in. A post that hits someone at exactly the right time. Like the call he got recently. A colleague told him someone on their team had been struggling, and something Brandon shared online made them smile.

“That meant everything to me,” he says. “More than anything I could do in business.”



“
*You can't stay stuck
in the negative.
You have to take what
happens and grow from it.*”

Because Brandon understands struggle. He's walked through it. He lost his mother to brain cancer. Just months later, his father suffered a massive heart attack. Those kinds of moments don't just shake you; they redefine you and you come out a better person on the other side.

“You can't stay stuck in the negative,” he says. “You have to take what happens and grow from

it. There's purpose in it, even if you don't see it right away.” That perspective shaped not just the man he became, but the father he chose to be.

And if there's one thing Brandon lights up about, it's his sons: Trey and Evan. “They're my world,” he smiles.

Trey, 24, is stepping into real estate and working toward getting licensed, possibly joining Brandon in the business. Evan, 21, is pursuing a business degree. “The thought that they are contemplating joining me in the business is huge,” says Brandon. Both are carving their own paths, but with the same grounded foundation.

Brandon didn't just raise athletes; he raised men. “They both played sports,” he says. “But I always told them that athletics is what you do, not who you are.” It's a lesson too



many people learn the hard way. When the game ends, identity can disappear. Brandon made sure that wouldn't happen. Instead, he focused on something deeper: character and purpose.

“If I'm gone tomorrow, I know they'll be okay,” he says. “They can take care of themselves. They'll bring value to people. That's what matters.”

These days, when he's not working with clients, Brandon spends time on the golf course, travels—often to Cabo—and cheers on Colorado sports as a season ticket holder. But even in those moments, he's still evolving.

“There's always another level,” he says. “As a person.” And that's the thread that runs through everything. Brandon Rearick isn't chasing attention. He's not trying to impress anyone. He's just doing the work. Showing up. Being consistent. Being real. His authenticity and vulnerability resonate with people. And along the way, he's building something bigger than a business. He's building a life his sons can look at and say, “That's how it's done.”

“Just go out and be good, do good,” concludes Brandon. “The rest takes care of itself.”



**CONTACT
US!**



BRANDON REARICK
REAL ESTATE AGENT



Brandon M. Rearick
Brandon@BrandonRearick.com
970-691-0122
Broker Associate
Coldwell Banker
www.BrandonRearick.com



Brandon was amazing! He helped my husband get into our first home together! He is a fierce agent and was there the entire way for us! He not only kept contact during the sale but continues to ask how the house is treating us!!! Highly recommend him!!

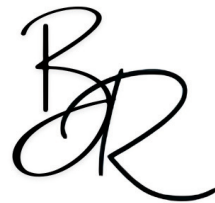
-Zillow Review

Brandon worked with us all summer to help us find our house in Louisville. My wife and I operate on non-traditional schedules and Brandon always made time to meet us for showings. Once under contract, Brandon made the process enjoyable and easy. We bought an old property and had a lot of back and forth with the inspections and disclosures and Brandon's expertise helped us close a good deal. If you want an enjoyable home buying experience, I highly recommend working with Brandon.

-rjlaron305

This group was fantastic with selling our home do to a out of state relation! They did research and suggested a market price over what I ever dreamed we would sell for. Thankfully we listen to there suggestions and sold in no time. Brandon was amazing with his quick response to my questions at all times of the day. He made sure to update us with any information as we went through the process. This attentiveness and professionalism made closing a breeze!

-annarochlitz



BRANDON REARICK
REAL ESTATE AGENT



Brandon M. Rearick

Brandon@BrandonRearick.com

970-691-0122

Broker Associate

Coldwell Banker

www.BrandonRearick.com