

## Helping Northern California Families Find More Than a House. Helping Them Find Home.



**Roseville, California Jun 3, 2026 ([Issuewire.com](http://Issuewire.com))** - For Rich and Kat Farless, real estate has never been just about property. It has always been about people, families, timing, trust, and helping someone find a place that truly feels like home.

Rich and Kat are a husband-and-wife real estate team serving Sacramento County, Placer County, El Dorado County, and the surrounding Northern California communities they have proudly called home for nearly 30 years. With 30+ years of combined real estate experience, hundreds of homes sold, and 150+ Google reviews, they have built their business on honest guidance, clear communication, strong strategy, and genuine care.

Their story in real estate is personal. Kat brings a background in property management, lending, and high-end client service, giving her a deep understanding of the full real estate journey. Rich, a Navy veteran, brings discipline, loyalty, and a steady commitment to serving families through some of life's biggest decisions.

Together, they offer two different strengths, one focused strategy, and a shared belief that every client deserves to feel protected, prepared, and confident.

Their love for Northern California runs deep. Rich and Kat met at Crawdads on the River, grew up vacationing in Lake Tahoe, and have spent decades enjoying everything that makes this area special: charming downtowns, local shopping, summer nights, kayaking, boating, wineries, restaurants, live music, and the kind of outdoor lifestyle people travel from all over to experience.

After traveling across much of the country, they still believe they get to live in one of the most beautiful places in America. What many people dream of visiting once, Rich and Kat get to call home every day. That is why helping others find their place here means so much to them.

For sellers, they bring smart pricing strategies, polished marketing, strong negotiation, and a clear plan to help each home stand out. For buyers, they bring local insight, steady guidance, and the experience needed to make confident decisions.

With Rich and Kat, clients get more than two experienced agents. They get advocates, neighbors, problem-solvers, and a team that truly cares about the life behind the move.

## **Media Contact**

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Source : Rich Kat Farless

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