

@FIRERICHRICE

RICH RICE

Real estate investor, entrepreneur, founder of the FIRE Center (Riverside, CA), host of the FIRE Your Boss Podcast

> People say investing in California isn't worth it anymore. I'm here to prove otherwise.

SHORT BIO (FOR YOUR PROGRAM)

Rich Rice is a Southern California real estate investor, entrepreneur and the founder of the FIRE Center, a real estate investing community in Riverside, CA. He left corporate America at 31, built a house-flipping company with his parents, and by 40 had enough passive income to be out of the rat race. With more than 200 deals behind him, his work spans flips, rentals, creative finance, property management, and private lending and borrowing. He hosts the FIRE Your Boss Podcast and is on a mission to help a million people become millionaires through real estate. He's a dad of two daughters who loves golf and travelling with his family.

READ-ALOUD INTRO (FOR YOUR EMCEE)

> "Our next speaker spent more than 15 years in corporate America, grinding for a boss who could fire him in five seconds. At 31, he walked away and started over, building a house-flipping company with his parents. By 40, he had enough passive income to be out of the rat race. More than 200 deals later, he runs the FIRE Center in Riverside, hosts the FIRE Your Boss Podcast, and still says California real estate is worth it. Please welcome Rich Rice."

LONG BIO

Rich Rice spent more than 15 years working for big companies like James Hardie and On Assignment. Global leaders.

He didn't mind the work. He was sick of grinding for someone else, for a boss who would fire him in five seconds the day he stopped carrying the corporate baton.

He knew he wanted to build something of his own. He just couldn't find the way out. For years he was lost, trying to figure out how to escape the rat race.

At 31, he started over.

His parents wanted to start flipping houses. Rich wanted out. So they came together and built a company, and though they went their separate ways in 2024, they still do the occasional deal together.

He's been doing deals since 2017, starting with flips and wholesales. More than 200 deals later, his work spans flips, rentals, creative finance, property management, entrepreneurship, and private lending and borrowing. The lesson that runs all of it is simple: "You have to do the work first. And rent is due every day."

By 40, he had enough passive income to be out of the rat race.

Here's what that looks like for him. Golf. Travelling with his family. Time with his two daughters. Working on what he wants, because he wants to.

That's the gift he wants to pass on: a choice. Play if you want. Stay home and raise your kids. Build a side business or a passion project.

The price gets paid up front. As Rich puts it: "Live for five years like others won't, and you can live the rest of your life like others can't."

Rich is a huge believer in Building Wealth One House at a Time, because it's a straightforward path to changing lives, and it changed his. A lot of people say investing in California, especially single-family rentals, isn't worth it anymore. Rich is here to prove otherwise.

He founded the FIRE Center in Riverside in 2023. It's his way of giving back after so many years of being lost himself. Today he runs the Wednesday meetings, leads FOCUS, hosts the FIRE Your Boss Podcast and runs his businesses with a team of 13 AI employees he built himself.

His mission: help a million people become millionaires through real estate. One house at a time.

SPEAKING TOPICS

- **Rent Is Due Every Day: Getting Out of the Rat Race One House at a Time.** How I went from grinding for someone else at 31 to out of the rat race at 40: live for five years like others won't, so you can live the rest of your life like others can't.
- **California Isn't Dead: The Case for Single-Family Rentals.** Why I still believe in California houses when everyone says the numbers don't work anymore, and how I look at them.
- **The Math Before the Money.** The numbers I run before I buy anything, walked through step by step on the HP 10bII I teach with.
- **Flipping Houses Without Guessing.** What more than 200 deals taught me about buying right, budgeting the rehab and knowing when to walk away.
- **Private Money From Both Sides of the Table.** How private lending and borrowing actually work, from an investor who does both.
- **AI Employees in a Real Estate Business.** How I run my businesses with 13 AI employees I built myself, and where an investor should start.

LINKS (COPY AND PASTE)

Website	firecenterhq.com
Speaking and press	firecenterhq.com/speaking-press
Book Rich (contact form)	firecenterhq.com/contact-us2?reason=speaking
Instagram	firecenterhq.com/instagram
YouTube	firecenterhq.com/youtube
TikTok	firecenterhq.com/tiktok
LinkedIn	firecenterhq.com/linkedin
Facebook	firecenterhq.com/facebook
FIRE Your Boss Podcast (Spotify)	firecenterhq.com/spotify

DOWNLOADS

Headshot (PNG, 1080 x 1080)	Download the headshot
FIRE Center logo, @FIRERICHRICE (PNG, transparent)	Download the logo

GUEST APPEARANCES

- **M19 Podcast with Ryan Pineda**, October 2026: Rich Rice on flipping mobile homes and buying rentals
- **DealMachine Podcast**, October 2026: How He Retired at 40 With Real Estate
- **The Messy Money Podcast with Courtney Fricke**, January 2026: Your Name Is Your Capital: Rich Rice on 2025 Lessons and 2026 Focus (EP 83)
- **The Norris Group Real Estate Podcast**, June 2024: Building Bridges for Real Estate Investors with Rich Rice (#881)
- **The Norris Group Real Estate Podcast**, March 2025: Investor Club Roundup Show, Parts 1 and 2 (#909, #910)
- **The Messy Money Podcast with Courtney Fricke**, October 2024: Spooky Real Estate Stories Worth Hearing (EP 25, guest panel)
- **Living & Investing in SoCal with Sarah Kuhn**, October 2026: California Real Estate Tips: Tenant Screening, House Flipping & Rules
- **Strength in Numbers with Marcus Crigler**, March 2026: The $60,000 Wholesale Fee that Felt Like a Win, and Why It Wasn't (Ep 53)

TEACHING AT FOCUS (YOUTUBE)

- Before You Lend: What Are You Actually Verifying?, October 2026
- Mobile Home Flipping Secrets, June 2026
- Look Beyond the Spread: Analyze the Entire Deal, July 2026
- From Starting Over to Building Success (interviewed by Evan Brown), July 2026
- Would You Do a Deal With Them?, July 2026

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