



Like many successful real estate professionals, Chicago agent Taurino Morales was motivated to get into the business by the pursuit of the American Dream. “My family moved here from Mexico when I was two,” he explains. “I went to school here but wasn’t sure what I wanted to do after high school.” With a baby on the way, Taurino went to work and began making a comfortable living, though it wasn’t getting him closer to his dream; that soon changed, however. “I saw real estate as a great opportunity,” he says. “I love working with people and I realized there would be nothing better than making a living while helping people accomplish their dreams.”

Now a licensed real estate agent for more than 15 years, Taurino is dedicated to helping his clients achieve their own American Dream on Chicago’s southwest side. “I usually work around the Midway area since it is fairly close to my own home; however, I have done a lot of work in all of Chicago and the Chicago suburbs. I work around my clients’ needs.”

Taurino runs into many agents who are guided by the financial benefits of being in real estate, but he chooses another path. “I never see my clients as a paycheck. Their goals become my goals, and I strive to be efficient with their time and work within their economic boundaries,” he explains. “Clients feel comfortable with me and are able to trust my knowledge and professional advice when buying a home. I come from a place of contribution and show the value of working with me.”

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Seeing how passionate Taurino is about helping clients meet their goals, it’s not surprising they reward him by encouraging their family and friends to use his services, too. He estimates that at least half his business comes from repeat and referral clients, and is proud to say that number continues to grow. “I’m seeing a lot of repeat business, and that feels great,” he says.

When it comes to new agents just getting started in real estate, Taurino is happy to share much of what he has learned during his decade-and-a-half in the business. Not surprisingly, one of the first things he tells people is not to do it for the money. “I tell people to do this job because you sincerely see the value in helping others,” he says. “It’s about providing quality service and helping your clients. I see my business growing by referrals because clients appreciate the work I do for them.”

Taurino has routinely been recognized throughout his career for sales and production achievements, but there’s one award that brings him the most pride. “Nothing felt better to me than receiving the Quality Service award, because that’s based on feedback from client reviews,” he says. “I’m thankful people choose to work with me. I love helping people and tending to their real estate needs. I get great satisfaction from that.”

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Century 21 S.G.R. Inc. | Chicago, IL

773.931.8198 | tmares@century21.com | www.taurinosellshomes.com