



Most real estate agents go to great lengths to provide guidance and value to their clients. But when you have a diverse background like Vito Li Rosi, of Real 1 Realty does, that comes easily. During his lengthy career as a firefighter and paramedic, Vito dabbled in the real estate industry working as an appraiser on the side, and then as the owner of a home inspection company.

Upon retiring from the fire department five years ago, Vito decided to fully commit and put all his skills and expertise to work in helping others by becoming a licensed REALTOR.®

His decades of experience as a firefighter, as well as his time as an appraiser and an inspector, have given Vito leverage when it comes to advising clients in the Chicago suburbs during the home buying process. “There are over 44,000 agents in Illinois, but less than 1% can offer what I can,” explains Vito. “While I’m showing properties to my clients, I also evaluate the homes through the eyes of an inspector, so I can easily point out any problems from structural issues to water damage. This gives them an idea of what could come up during the home inspection they will eventually get.”

Before getting fully into the real estate business, Vito was a consumer a few times, as well. It was his own negative experience during his last transaction that pushed him into becoming an advocate for people who have gone through the same thing he did. That experience stayed with him and guides him as he runs his business today. “I got burned really badly as a real estate consumer and I knew there were many others who weren’t getting the service they deserved or expected,” Vito said. “I tell clients what they need to hear, not what they want to hear. I’m a very straightforward individual and maybe I’m not for everybody, but at the end of the day, my honesty is what is going to benefit my clients.”

The most important thing Vito wants to convey to anyone getting ready to buy or sell is that they do an extensive amount of research before choosing a real estate professional to work with. “Lots of people have a friend who is an agent and they’ll choose to work with them, but I believe you should always treat business as business, and treat friendship and friendship,” Vito stated. “It’s a lot harder to get upset with a friend when you feel like you’re not getting the best treatment as opposed to how you would when working with a complete stranger. When it’s costing you 6-12 months of your mortgage payments in commissions — that’s about business, not friendship.”

It’s precisely that acute business acumen along with his integrity that have sent his referral rate soaring to about 75 percent. “I always ask my clients for honest feedback and so far it’s all been positive. They say my background as an inspector and my ability to educate them on things like building construction are what really helped them out,” stated Vito. The satisfaction he sees in his clients’ faces bring him immense satisfaction and is his greatest reward.

Because nearly every job he’s ever had revolved around helping others, it’s only natural that Vito continues to do so even outside the office. He enjoys donating to various local charities, the police department, or to any individual or organization looking for help as the need arises. And in his spare time, Vito devotes all of his attention to his wife and their two young children.

As he looks towards the future, Vito intends to double the amount of business over last year’s numbers and continue being a valuable resource to his clients and community. “I really just want to do the best job I can for my clients whether I’m advising them to buy, sell, stay put, or remodel,” Vito says. “It’s not always just about the transaction — it’s more important to be a consultant and give them guidance based on what is best for their personal scenario.”

### Vito Li Rosi

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