

# featuredagent

magazine

DIEGO  
VALDES





# DIEGO VALDES

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Diego Valdes believes in getting to the heart of the matter, and this Chicago-based REALTOR® has built his business on a solid foundation of honesty and respect. “I treat all my clients with the same amount of effort and respect,” he says. “I am a firm believer that no matter a client’s budget, they should be treated equally and with the same level of professionalism.”

Diego arranges an initial consultation with new clients to set expectations, explain the process, and answer any questions they may have along the way. He is focused on being there for his clients throughout every step, from that first meeting all the way to the closing table. “Once we establish a good honest relationship, the transaction just goes much more smoothly and they are more open to sharing the real conflicts and challenges they are facing,” he says.

Diego truly enjoys what he does and does not view real estate as a job. “It’s not just about money,” he says. “I think there are a lot of misconceptions about real estate from all of the shows on television. There is a stigma when it comes to agents and I really do want to change that. There are many great people in this industry, who are looking to change people’s lives for the better. And, I’m one of those people.”

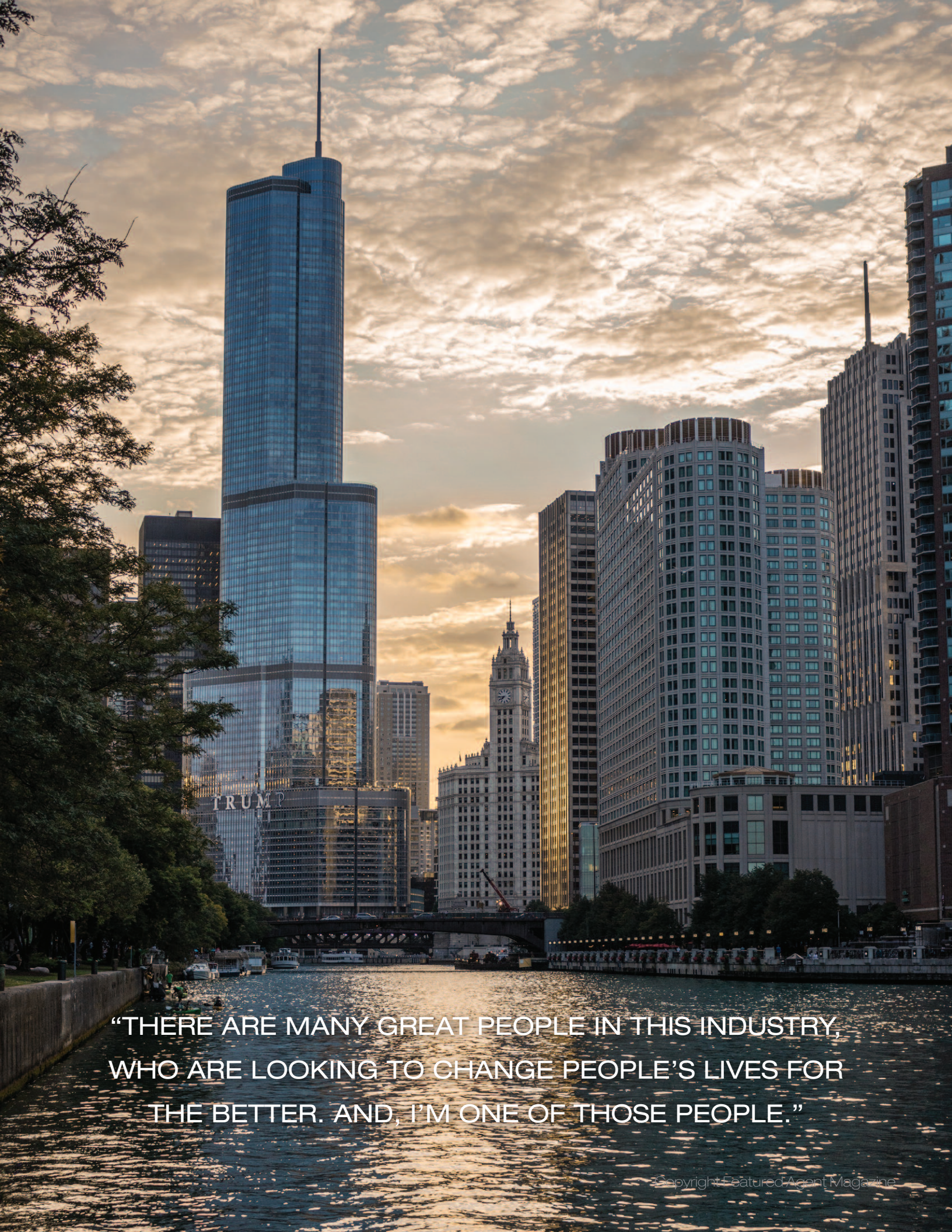
Diego views real estate as a way to help people achieve their dreams. “I’m not just some agent looking to earn a commission or an agent who sees my clients simply as numbers,” he explains. “I take great pride in working for their best interests and this includes guiding them through the entire process and connecting them with other professionals who are also going to look out for them.”

In fact, Diego has committed himself to this career so he can make a real difference in people’s lives. He wants his clients to view him as more than simply a salesperson or someone who helps them move into a new place. “I want my clients to actually see me as a friend,” he says. Diego, who says that about 35 percent of his business currently comes from referrals, is proud that he shares this type of relationship with most of his clients. “Even past closing, I have been able to stay in touch and it really makes me feel like I am keeping my promise to make people’s lives better,” he says. “And, hopefully, I can keep doing that for many years.”

Although he mainly focuses on the city of Chicago and its surrounding suburbs, Diego is always open to new areas. “I like learning about different areas and markets. I’m always willing to go anywhere that my clients’







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interests take me,” he says. Diego primarily works with first-time homebuyers or those looking to upgrade or move into a bigger home because of a growing family. “I enjoy working with young buyers, like myself, who are in their early twenties and really don’t want to rent for many years like their parents did,” he says. “They are looking to invest in a property where they know they are going to build great equity.”

An admitted fitness enthusiast who likes to stay active, Diego also enjoys creating memories with his family

and friends. He is also involved in outreach events such as charities that help support his community and people in need.

Diego’s plan over the next few years includes building a team and, from there, taking the experience and knowledge he has gained to start his own brokerage firm. As he looks to the future, he intends to continue to on his path to making a difference in his clients’ lives. “I plan to help as many people as possible,” he says. “I think that is always the goal.”

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