

TOP AGENT MAGAZINE

MARK VITTARDI

Mark Vittardi holds strong to one central concept as a REALTOR®, and as leader of The Vittardi Real Estate Group: be genuine.

“Folks often underestimate the role of a real estate agent,” Mark explains. “As professionals, it’s an honor to assist those who put their faith into us, to provide proper guidance from initial contact, through contract to close. My clients are putting their biggest investment into my hands to execute and bring back the best return. My mantra has always been: be honest and genuine to earn the trust and respect of clients. No one wants to be sold anything, they prefer to be educated in order to make a sound decision,” he continues. “Rather than inflate a situation, it has served me best to be direct and precise. I have been able to achieve my quarterly and annual goals by conducting my business with this approach.”

Mark graduated from Ohio Wesleyan University with an eye towards public sector leadership, especially in government. He also had a strong entrepreneurial spirit which led him into the industry which Mark explains, “treats me so well.”

Mark served eleven years as a personal bailiff in the judicial system while also maintaining his real estate license for the final six of those years. “As a bailiff I interacted with a variety of people who were experiencing complex situations. That experience helps me as a REALTOR® to be creative and quick when negotiating, problem solving, or simply de-escalating a situation.” In June of 2018 Mark dedicated himself full time to the industry, stepping away from the public sector.

Mark and his team of seven serve the Northeast Ohio area. His dedication to being genuine means he has a return and referral rate of an astonishing 92 percent, while having a tremendous sale price to list price ratio of 99%; he maintains said rates by being present in the lives of his clients, staying in touch via mailers, phone calls and by not ending the relationship when the deal is closed.



“You need that personal touch when you’re staying in contact,” he says. “This isn’t a mindless drip campaign - It’s important to me that my clients know that I care, and that I appreciate the opportunity that they have given me to represent them. For me that relationship goes beyond closing, and I’m always there to support my clients.” Mark has sold \$25 million of real estate over the last two years as an individual agent, to which he credits his referral sphere, work ethic, and business strategy.

The joy his clients experience after a successful transaction is the best part of the job. “I like working hard for them,” he beams. “I can’t put into words the fulfillment I get when I see how excited they are getting the keys, or hearing their joy on the phone when I tell them we received an offer. That’s the energy I live on in this industry.”

Mark’s greatest motivation is his wife Sarah and daughters Madelynn and Giada. “One of the reasons I focused on real estate was to dedicate more time to my girls,” he says. “The dual career was limiting my time with my family, and now I get to be more present with Maddie, Gia, and Sarah.”

Having committed himself full time to real estate, Mark’s looking towards a bright future. “I want to continue to grow the team,” he says. “I have extremely talented agents that have put their faith in my leadership, while we collectively build our momentum into ’19.”

Mark was recently elected by his colleagues to the Akron Cleveland Association of REALTORS® Board of Directors, and was appointed by ACAR leadership to hold the distinguished honor of Tomorrow’s Leader Today. “Everything has seemed to come full circle for me. I always thought my desire to lead and assist would bring me to government. Now I’m able to combine my leadership with my profession. I’m passionate about this industry,” Mark says. “I appreciate the fact that every day I get to help people achieve their real estate goals.”



To find out more about Mark Vittardi,
visit his website at depiero.com/users/mark-vittardi