



# Realtor of the Week

Desty Lorino, Coldwell Banker Residential Brokerage

The art of the deal propels agent

*By Robert Warde*

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Desty Lorino used to tinker with buying and selling cars, bicycles and other things over the years. Once he got involved with selling real estate in 1986, he discovered that he really had a passion for brokering deals — putting buyers and sellers of houses together gave him the same thrill as other deals. Today, he is an agent with Coldwell Banker Residential Brokerage. Following is an edited interview.

## **How did you get started selling real estate?**

Another agent asked me if I knew anyone who might be interested in selling real estate and I had been thinking about a career change from working at Miller Brewery. I told him I would be interested, so I kind of did it on a whim. I had no sales experience whatsoever.

## **What is it you enjoy about real estate?**

I like the negotiation, the hunt, the satisfaction of successfully helping someone buy or sell a house. There is a lot of satisfaction in knowing you're involved in someone's life that way. I have just as much fun helping someone buy their first home or their fifth or tenth.

## **What are some qualities that make for a good agent?**

A commitment to the industry and the designations we earn show that commitment. The fact that you go above and beyond and seek training from outside sources also distinguishes you from other agents.

## **What's the most important piece of advice you give buyers and sellers?**

When I take someone to look at houses, they shouldn't think that they have to look at 100 of them to feel comfortable buying the house they want to buy. For sellers, I am very honest that I

don't always know what their house is worth. We have a lot of tools and resources available to set a price, but in the end, I don't know what a buyer is going to offer and what a seller is willing to accept.

**Tell me about the worst house you've had to list.**

That was a house with a half-basement that was sinking and falling apart. This was probably 18 years ago and it was priced so low that the people who bought it could afford to fix it. The guy who bought it paid cash for it and still lives in it. I've had houses that were infested with bugs, houses with flood damage, I've had a house that was burned out and rebuilt.

**What do you do if you have a client who is making a poor decision?**

I'll tell them. That's my job and I can't be afraid to tell them and advise them because if we're afraid of stepping in when someone is going to make a mistake, then we're not doing our job.

**How do you relax in your downtime?**

I spend time with family. I like to ski, golf, biking and hiking and I'm a big fan of our park system.

**What professional/charitable organizations/activities you involved with?**

I used to be very involved with Scouts when my children were in it. I spent about five or six years as a troop leader. It's a great organization.

I'm active in the Shorewood Men's Club. We have a lot of men and women who raise money for all the community groups in the village. It's a selfless organization. We fund scholarships, civic organizations, school PTOs and the holiday parade and Independence Day fireworks.

We've also done a lot of work with Children's Hospital. Through Coldwell Banker, we also help The Ronald McDonald House. That's how I try to stay grounded and give back as much as I can.

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