

Photo by Pat Scandale/ Story By Alyssa Leonard

# MARCO SPERDUTI

Marco Sperduti not only has the skill and experience to ensure a successful real estate transaction — he also has that personal touch. This funeral director turned real estate agent has over 20 years of experience working with families who put their trust in him and still do, just now in a different way.

“People trusted me to help them make some very important decisions at a vulnerable time, and I hoped that would translate into real estate,” explains Sperduti, now an agent with Pinnacle Plus Realty Ltd.

Whether it’s helping families with important life decisions or switching careers to help start his own, family has always been Sperduti’s focus. He first got into real estate because of his love for investing in properties, but what pushed him further was when he began flipping houses to raise money for in vitro fertilization (IVF) to start his family. After a while, he realized his hobby had become his passion.

“I decided to do it full time and step away from the funeral part of my life, even though it’s wildly important,” adds Sperduti, who still holds his licence at Families First. “It was a very fulfilling career, and I helped many families. I still help from time to time, families that I’ve cared for over the years. I’m so grateful to anybody that continues to trust me to help them now.”

In this hyper-inflated market, Sperduti has seen people buying up investment properties as quickly as they appear on the market. This real estate agent, however, has a more deliberate and methodical approach. He knows that investing in real estate is a lifelong journey and not something you should expect immediate gratification from.

“Is your life better?” asks Sperduti. “In any decision that I’m making with my clients, whether it be investors, people looking for new homes, or first time home buyers, I always ask, ‘Is your life better?’ Whether you’re moving to downsize, buying an investment property for long-term growth, or wanting different amenities — whatever the reason, if you can’t answer, ‘Yeah, my life’s better by making this move,’ then don’t do it.”

Sperduti has a great love for Windsor-Essex County. He’s grateful for the life that this region has created for his family, a far cry from being shepherds in Italy before his family immigrated to Leamington.

“Three of my transactions this year already were new Canadians, which is incredible. My family has only been here since ‘54, so somebody had to help us back then. I was very grateful to help those clients this year. It was my good deed to pay it forward,” explains Sperduti. “This region has given us such a great life.”

Loving to give back to the community, Sperduti enjoys supporting all local charities, especially the Goodfellows, who holds a special place in his heart. He enjoys playing golf, though he admits he isn’t very good, and spends most of his free time changing diapers and refereeing four-year-old meltdowns.

To learn more about Marco Sperduti and his listings, visit [www.realmarco.ca](http://www.realmarco.ca)

What Marco’s Wearing:  
Sport Coat: Fish Named Fred  
Shirt: 7 Downie  
Jeans: 34 Heritage  
Belt: 7 Downie

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