

# TOP AGENT MAGAZINE

## FRANK RUSIN

You might say that Frank Rusin was destined to become a successful Realtor®, as he is a third generation Broker. Frank's Grandfather started in the industry over 60 years ago and his father over 40 years ago. Since then, it truly has become a family business. Frank, himself, got started in the business over 20 years ago, initially getting his start in leasing and property management, before moving over to residential sales as soon as he was old enough to get his license.



Frank is currently a Managing Broker at Four Seasons Realty, Inc. and was named one of America's Top Real Estate Professionals by REAL Trends The Thousand, as advertised in *The Wall Street Journal*. Frank was ranked 3rd in Illinois for volume of homes sold and ranked 63rd in America for volume of homes sold.

He is now a member of "The Thousand Top Real Estate Professionals", a prestigious national awards ranking sponsored annually by REAL Trends as advertised in *The Wall Street Journal*, and is now ranked in the top one-half of 1% of the more than 1.25 million Realtors nationwide!

Frank leads a team of young professionals that offer him the support he needs as the sole listing agent. His team members all bring unique skills to the group including members who specialize in social media, marketing and implementing all the latest cutting-edge technologies. The team primarily serves Chicagoland and the surrounding suburbs, but go wherever their clients need them throughout Illinois.

Frank credits his 'hands on' approach to the business as being one of the keys to his success. "My life is dedicated to real

estate, which means I am available and accessible pretty much 24/7. I take an old-fashioned approach to things and I still take the time to sit down and talk to my clients. I want to get to know them in order to better serve them. I love every aspect of the business; I love the sales part, training and mentoring new agents, and even in my downtime, one of my hobbies is looking at properties."

Another way Frank stands out in his marketplace is with his comprehensive approach to marketing his listings, which has led to stellar results. "Obviously we do internet, social media, and all the major websites, but I still love doing more

traditional things, especially open houses. I meet so many people that way. I love talking to people, not just about real estate but about their interests and their lives. I can't remember the last time I held an open house and didn't pick up a new buyer client."

Frank is actively involved in his community and is always looking for ways to give back. His latest passion is working with a homeless shelter for teens in Texas. He helped facilitate a delivery to the shelter at Christmas and has plans to grow his involvement in 2018. When he isn't working, Frank enjoys going to Lake Geneva in Wisconsin, and loves boating and being out on the water.

Frank would like to continue to expand his business and is always looking for ways to improve upon the exceptional service that he's built his reputation on. "I'm still as enthusiastic about this business as I am when I started. Working hard to help people make their real estate dreams come true is what I love to do."



To learn more about Frank Rusin  
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