

TOP AGENT

MAGAZINE



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Dan DiRoberto began his career in real estate more than a decade ago. Inspired by the opportunities in his hometown, he launched a rental agency and earned his license alongside his late brother. As the market evolved and opportunities in the area continued to flourish, Dan and his brother expanded their offerings to begin The DiRoberto Team. Today, Dan and his colleagues have cemented themselves as veritable industry experts specializing in rentals, property management, and residential sales. What's more, Dan has cultivated a reputation for straightforward communication, industry insight, and service that goes above and beyond.

Serving Massachusetts' Worcester County, Dan heads a team that includes four additional agents and an administrative assistant. Together, they serve clients under the banner of RE/MAX Advantage 1 and have built a sizable contingent of repeat and referral business—amounting to more than 90% of their client share. In describing his own working style, Dan cites a forthright attitude, personalized client care, and aggressive marketing techniques as the primary drivers of his steady success thus far. “We pride ourselves on our work with clients,” Dan says. “We earn great feedback and we always make sure to go above and beyond, because we plan on being in this business a long time—that’s how you stick around.” What’s more, Dan’s services run the gamut and account for a variety of real estate needs, including specialized work with investor clientele, property management services, and residential resales. Because he works with clients at all phases of the rental and homeownership process, he has been able to curate a substantial database of prospective buyers and sellers—an invaluable network from which to draw. Likewise, he is often able to broker off-market deals that serve as win-win scenarios for buyer and seller alike.

When it comes to marketing, Dan and his team leave no detail unaccounted for and blend the best practices of both digital and traditional methods. In addition to high-quality photography and exposure across the leading online listing and rental platforms, Dan also leverages mailers, billboards, and magazine ad placements to secure wide-ranging visibility. Of course, his well-cultivated database of business often pairs buyers and sellers in short order, as Dan puts in the legwork to connect clients with their ideal criteria. Furthermore, Worcester County is continuing to grow as new enterprises join the community, like the recent addition of the Boston Red Sox Farm League. With the market for investment properties and rentals booming, Dan and his team bring an unmatched level of experience and service to the local property management and resale scene.

To give back to his hometown, Dan sponsors various local events and sports teams, supporting the ongoing growth of the Worcester area. In his remaining free hours beyond the office, he most enjoys time with spent with his family and loved ones—especially his two daughters—as well as cheering on his favorite sports teams, exploring his city’s new developments, and meeting new people about town.

Looking ahead, Dan intends to continue his business’s steady growth, with plans to potentially add new team members as his imprint expands. For now, he is content to build his greater Worcester community, one tenant, buyer, or seller at a time. Finally, with more than a decade of insight behind him, Dan DiRoberto considers what he has come to enjoy most about his career thus far. “I’m a people person who really likes being on the move,” Dan reflects. “I take pride in excelling at what I do and the progress we’ve made as a team, year by year. I was born and raised in this city, and I love to witness all the growth happening here and to be part of it.”



To learn more about Dan DiRoberto, email DannyDiRoberto@gmail.com, call (508) 579-8983, or visit WorcesterSalesandRentals.com