

TOP AGENT MAGAZINE

PERRY FARELLA

Top Lender Perry Farella has always been interested in real estate and investments, so getting into the mortgage industry was a natural fit. He's been lending for 20 years now, and he's passionate about helping people finance their dream homes - whether it's a starter home or a multi-unit investment. Perry specializes in renovation lending, which provides people with financing not only to buy a property but also to renovate and make additions. This type of lending is perfect for people who want to put their personal touch on their homes. If you're thinking about buying a home, or if you're interested in learning more about renovation financing, Perry is the perfect person to talk to. He's knowledgeable and experienced, and he has a library of digital resources to help.



Perry is well aware that the most important thing to a referral business is providing value. By writing content and blogs that show his expertise, he keeps himself top of mind with past clients and local Realtor®s. He makes it a point to check in with them regularly and offer his help, even if they don't need it at the moment. This way, when they do need a loan for a renovation project, Perry is the first person they think of, whether for a fresh start or to prepare for sale. He is especially knowledgeable about budgeting, getting the most rent after renovating value from a property and renovating multi-unit buildings in Chicago, Illinois.

When he's not working, Perry enjoys gardening on his rooftop deck during the Summer months. He

is a major investor in the Realtor®'s Political Action Committee called RPAC and is an affiliate member of the Realtor® Association of the Fox Valley. Perry participates in charity and volunteer work through his associations. He is an advocate of adequate housing and participates in many opportunities to continue his knowledge in the industry as well as give back to others through community development.

Perry strongly believes that everyone should have a place to call home.

Perry is interested in helping underfunded communities that require rebuilding their neighborhoods and housing stock. A lot of his work is based in the South and West sides of Chicago where there are a lot of properties that need renovations. "I'm always gratified to have the chance to improve an area that needs improvement in neighborhoods that are lacking in housing." He believes that these types of projects can have a big impact on the overall quality of life in a neighborhood.

In the future, Perry plans to grow his renovation business in other states beyond just Illinois. He is licensed in roughly 32 states and can lend almost nationwide. Older cities in the US, like St. Louis, Missouri, are undergoing renovations and he'd like to be there to invest in those renovations. This will help him not only diversify his portfolio but also grow his business to be even more successful than it is today. He is always looking for new opportunities to invest in and help grow so that he can continue to provide top-quality services to his clients.

To learn more about Perry Farella, email perry.farella@primelending.com, call (773) 248-8422, or visit perryfarella.com