

TOP AGENT MAGAZINE



ANTHONY PIPITONE

Anthony Pipitone, loan originator and owner of RockBottom Mortgage, LLC in Des Plaines, Ill., has created a niche business model that has significantly benefited his company, as well as his clients. Anthony shares, “We are a flat-fee mortgage

company. We make the same profit for every transaction that is preset with our bank partners. It is a low percentage. Our profits are much smaller than most, but we remain profitable because of the volume of work we do. We offer unmatched rates and fees. It is very difficult for other organizations to compete with our business model. Our focus on delivering superior customer service enables us to receive a substantial amount of referral and repeat business.” He adds, “I was inspired to pursue this type of business model because of the sales aspect of the mortgage industry. Consumers will, and should shop around throughout the process. If you cannot offer the best deal upfront, prospective clients will take their business elsewhere. We are proud to say that we have a pipeline full of customers because we not only offer better mortgage deals, our customers can count on us to consistently deliver on our promises. We assist clients throughout the entire transaction, from beginning to end.”

Anthony had a shrewd business mind at a young age. He began his career in the mortgage industry 15 years ago and notes, “In college I did well in finance and math, and I was good with people, so I looked for careers that allowed me to apply those traits. I started looking at industries with longevity. I realized mortgages are not going to go anywhere. People always need a place to live.”

Besides Illinois, Anthony is licensed in Michigan, Tennessee and Florida, with plans to expand to other states. He has established himself as a leading mortgage originator and was awarded “Top Mortgage

Professional” by Chicago Magazine in 2014. Anthony says, “Clients value that I am efficient, and they appreciate my company’s streamlined process. We are transparent, and explain every part of each transaction to clients. There are no surprises, and no stress is involved when closing on a mortgage with my company.”

Being both a business owner and a loan originator, Anthony fulfills several roles and enjoys his work. He says, “I like running my own business. It is gratifying to see the company grow from a one-person startup to a sustainable business that offers my employees and me a respectable living. We created a niche for ourselves that is profitable and competitive.” He adds, “My favorite part of being a loan originator is getting reviews from clients saying, ‘They have never had a better, easier process, and they would do business with us again, as well as refer others.’ I often hear ‘I was looking at the numbers, but they seem too good to be true.’ The numbers speak for themselves. I welcome clients to shop around and look at other companies.”

In addition to helping many people in the mortgage industry, Anthony contributes to many charities and enjoys spending time with his family. Anthony shares, “Every year I donate to the Policeman’s Association in Chicago and Autistic Society of America. I also donate to St. Baldrick’s Foundation and St. Jude Children’s Hospital to support cancer research. When I am not at work, I enjoy spending time with my children. They are my number one priority. I also like watching movies with my wife, taking my dogs for walks and playing guitar.”

For more information about Anthony Pipitone, please call (847) 305-1164, email anthony@rockbottommortgage.com or visit www.rockbottommortgage.com