

Rick Visca

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If you walked into a room and spotted Rick Visca, your first impression might be of a calm, quiet man. With his glasses perched on his nose, he's often found observing more than speaking, and can easily blend into the background. He has the kind of presence that makes you think he moves through life with a quiet focus and a controlled approach.

But look closer, and the story changes. Behind that calm exterior is a man who's intense and driven. Rick, a successful Broker with Keller Williams Realty, is a lifelong Heavy Metal fan, devoted to Metallica, and doesn't just play their tracks when driving to and from the office—he's seen them in concert an astounding 21 times. That same energy and enthusiasm mirrors the commitment he brings to his clients, his family, and his profession. The intensity doesn't need to be loud or flashy to be steady and persistent.

Rick's life has always been anchored by connections: lifelong friendships, strong family ties, and solid roots in his community. "There's something special about maintaining



those deep, lifelong relationships that started in our hometown," he says. Growing up on Rochester's west side, those bonds shaped his values, while lessons from his father, Angelo Visca—a respected home builder in Webster, NY—laid the foundation for a career built on integrity and care. "My father taught me a simple but profound lesson: conduct business honestly and truly take care of your customers, and success will naturally follow," he says.

Rick's path into real estate started early. At 19, he earned his real estate license through an evening class at RIT, followed by his broker's license the next year. After just one semester of college, he realized that traditional school wasn't for him, and instead his place helping clients through the process of homeownership. For the first 15 years of his career, he focused on selling new construction homes built by his father's company, learning not just real estate but also the ins and outs of construction. Those lessons still give him a unique perspective today, helping him guide his clients with knowledge others often lack.

"I particularly love working with first-time homebuyers because I can truly educate them about both the property and the entire process," Rick says. Over the years, he's seen clients grow with him and now finds himself helping the adult children of clients he once worked with decades ago. "What other profession offers that kind of generational relationship building?" he asks. That continuity keeps him motivated, along with a genuine love for helping people through important milestones.

Of course, no career spans more than 31 years without challenges. For Rick, the 2008 housing market crash was a defining moment. Having sold new homes for over

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15 years, he found himself suddenly without the job that had sustained him, losing 80% of his income almost overnight. "It forced me to 'feel comfortable being uncomfortable' while maintaining continuous learning and staying positive during incredibly difficult times. What I thought would end my career ended up being the catalyst to take my business to the next level," he shares. From that challenge came both growth and results: more than 750 homes sold and over \$150 million in sales throughout his career – a reflection of both his longevity in the business and the trust he's earned from generations of clients.

Outside of real estate, Rick's family keeps him grounded. His three children, Morgan, Patrick, and Hanna, have shaped so much of his life, and his two granddaughters, Alessia and Capri, now bring even more joy beyond his career. Golf also gives him a chance to recharge: being outdoors, enjoying the game, and building friendships that extend into both his personal and professional life.

His wife, Ali, also a business owner, has been his greatest supporter. "She celebrates with me when I'm right and



challenges me when I'm wrong, helping me make sound decisions," he says. Together, they've built a life rooted in family, friendship, and shared passions. He's also deeply committed to causes close to his heart, particularly Pitt Hopkins Syndrome, supporting research and awareness for a rare condition that affects a friend's daughter. "I will forever give that foundation and Ella my support," he says.

Rick's philosophy has always been about helping others grow and continuing to stay educated himself. Early in his career, working with Rick Leasure Realtors provided invaluable guidance. "Rick was always available for questions, and his mentorship provided invaluable field experiences that shaped my approach," he notes. Today, he spends time training and mentoring new agents, helping the next generation of Rochester Realtors build their skills.

Rick Visca has built a long and successful career rooted in relationships, integrity, and a strong understanding of his community. His calm, thoughtful approach puts clients at ease, but beneath the surface is a drive that has carried him for over three decades. Quiet on the surface, unstoppable underneath, Rick continues to guide clients and mentor agents with the same focus that has defined his work from the start.

