

Judi Desiderio

Town & Country Real Estate

At a time when independent real estate offices were being swallowed by big corporations, Judi Desiderio ventured out on her own and started Town & Country Realtors in 2005. Some called her brave, others called her crazy, but the gamble paid off. With five branches currently open and two more on the way, Desiderio has positioned her firm to accommodate what she sees as a growing interest in boutique-style real estate companies. When she's not working on mega-sales, subdivisions and development projects, she enjoys helping other brokers realize their potential, and fashions herself as more of a teacher than "power broker." When asked her secret to success, she mentions a long history in the business and her sturdy work ethic. "I'll sleep in the next lifetime," she says with a chortle. "Real estate is my life. It's what I love to do. It's what I do with my own money." When asked about current apprehension in the housing market, she remains confident and calls 2008 a defining year. "I've worked through three recessions, and right now, cash is king. It's the best time to buy in the past 10 years. And this area is too beautiful to ever really lose value."

