

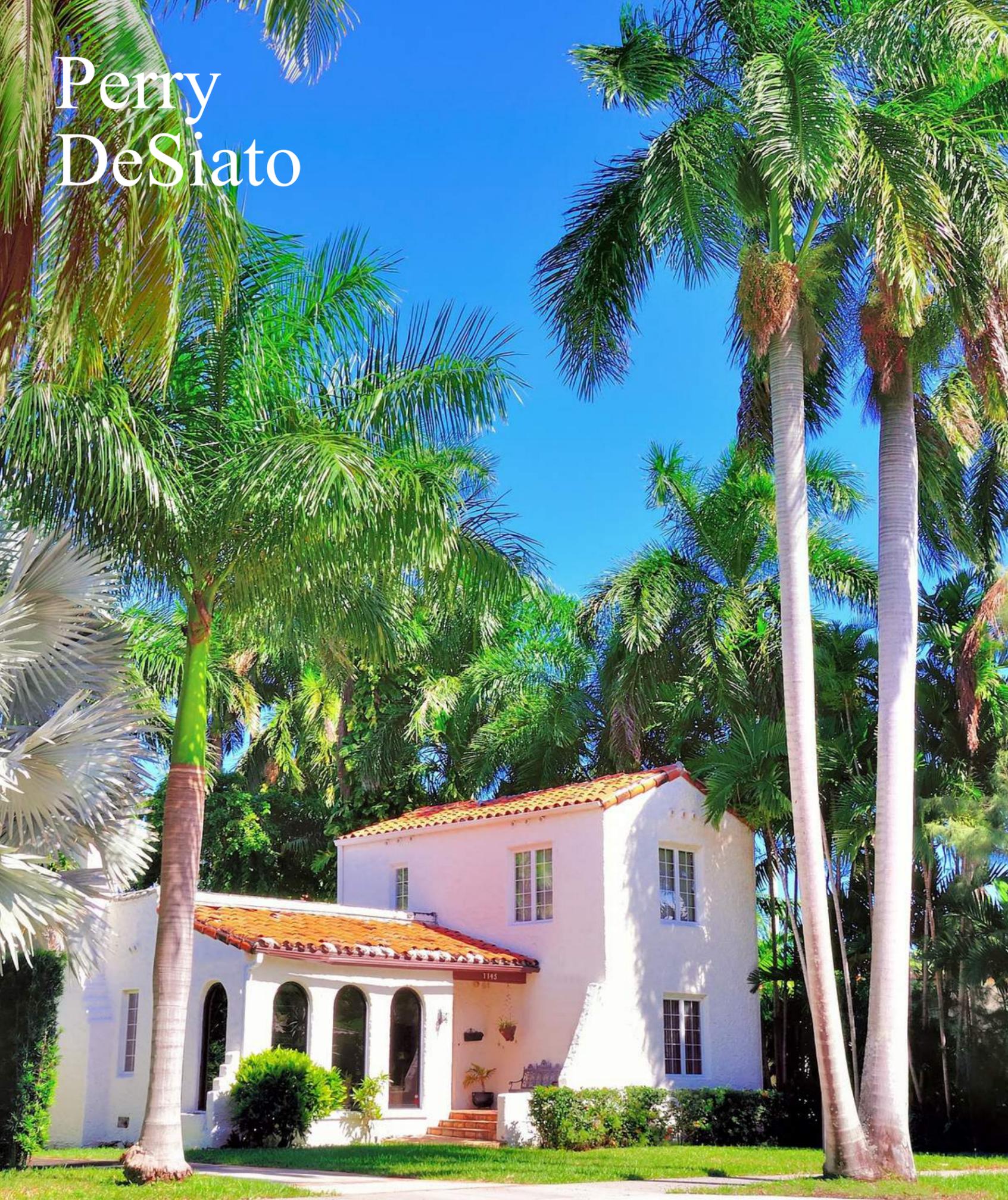
TOP AGENT

MAGAZINE

Perry
DeSiato



Perry DeSiato



Top Agent Perry DeSiato has just one regret about his real estate career — he wishes he'd moved to Naples and started it sooner. He has been involved in the business for more than 30 years. "I was the Vice President of Marketing and Sales for a large regional builder in the Philadelphia area," he explains. "I had my builder's real estate license and dealt with multiple offices across states, as well as hundreds of real estate agents, lawyers, title companies and mortgage companies, so I came into this with a ton of experience. There's not a problem you can show me that I haven't seen more than 20 times," he says with a laugh.



Now Perry offers residential real estate services throughout Naples, but is focused on North Naples in particular. "I think it has the best infrastructure and great amenities," he says. "It's really close to the beaches, golf courses, and all the things people are looking for without the congestion of downtown."

Perry and his wife were regular visitors to Naples for many years before moving to the area. "We knew this was the place we wanted to live when the time came," he says. "I wish I had done it as a young man. I could have done just as well down here and had palm trees and beaches rather than snow and blustery winds."

Extensive knowledge of the local market is just one of things that gives Perry a competitive advantage. "I make it my business to learn all the gated communities and what their specialties are. I know about their amenities, the house styles, and understand all their rules and regulations," he explains. "Knowledge is power and that's especially true in real estate. If I don't learn these things up front, people will see



right through that, but when clients feel confident in my abilities, there's going to be loyalty and mutual respect."

Perry is committed to making transactions seamless for his clients. "I work very hard in the background

so all they have to do is focus on the house they want," he says. "I make the entire transaction easy and stress-free. Once they sign the contract, all they have to do is show up at closing and everything is done for them," he continues. "My clients remember that and are happy to

send me referrals, which is my main source of business."

He used to tell his team of agents to concentrate on three things to ensure success, and they are the things he still focuses on in his business today. "I would always tell them to

be professional and respectful at all times, and really listen to the clients' needs," he says. "I believed then, and still do, that if I do those things religiously, I'll be successful."

Perry enjoys being at a point in his career where he can spend time



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giving back to the community. “I love working for myself and I love the fact I can help people find what they want,” he says. He is Vice Chairman of the Naples area Board of REALTORS® Community Involvement Committee, which focuses on helping the community at large. “We create and run events to benefit children, women’s organizations and families in need,” he explains. “That’s a committee I plan to stay with.” He is also Chairman of his community’s landscaping committee, which includes overseeing the budget.

Looking ahead, Perry envisions steady, slow growth for his business. “I don’t want to compromise what has made me successful to date, which is my personal attention to each and every client.”

When Perry isn’t working or volunteering his time, there’s a good chance you’ll find him and his wife enjoying a beach sunset with a glass of wine or going out dancing. You might also catch him on the golf course, or playing bocce ball with his team, the Bada Bings.

To learn more about Perry DeSiato of Downing-Frye Realty, Inc., call 239.250.2622, email perry@perrysellshomes.com or visit www.perrysellshomes.com