

AGENT PROFILE *Carol Cusano*

## Puts focus on first impressions

Experiences in the legal realm and with mortgage banking give Carol Cusano an edge in real estate.

A Realtor since 2004, Cusano studied paralegal studies at the University of New Haven. Prior to real estate, she worked as a paralegal for nearly 15 years, including in residential and commercial real estate law. She also worked in mortgage banking in finance and management.

Real estate seemed a natural fit and one summer she decided to take the course, passed the exam and launched a new career.

With her background, she has the knowledge to guide clients through the biggest transaction of their lives.

"This is a business transaction," she said "You need someone that's knowledgeable."

Cusano, who works on a team with her husband, Nick, serves the Shoreline area and greater New Haven, where she grew up.

She worries about her clients and pays attention to all the details, she said. For both buyers and sellers, first impressions are the most important thing.

For sellers, it's about being sure the house looks just right.

"I key in quite a lot on curb appeal and [make sure], when that buyer opens the door that the seller is presenting the best possible house her or she can," she said. "First impressions are key in presenting a house for sale."

With buyers, she hones in on the messages they are conveying, including subtle unspoken clues that indicate how they feel about properties they are being shown.

"We see [how they feel] by their body language and their actions in the house," she said. "When you walk in the house, you



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almost know immediately that this is your house."

Cusano enjoys bumping into former clients who smile and tell her they feel wonderful in the homes she helped them find.

"That's key," she said. "It's the biggest financial decision that they make."

Cusano has two grown children and three grandchildren and enjoys gardening, cooking, reading cookbooks and hosting small dinner parties.

She was on board of directors of the Shoreline Chamber of Commerce for many years and was chair and co-founder of the chamber's Women in Business Program.

She has been a member of the Guilford Board of Assessment Appeals for 10 years.