



Franca DiCrescenzo 2009

October 23, 2009 - Upstate New York

Name: Franca DiCrescenzo

Title: Owner/Principal Broker

Company: Armida Rose Realty - brokerage and development

Location: Capital District

Birthplace and date: Niskayuna, Mar. 8, 1973

Family: Parents, brother

College: University of Vermont, SUNY/Albany, MBA

First job outside of real estate: Mary Kay Cosmetics consultant

First job in real estate or allied field: Prudential Blake Atlantic, commercial div.

What do you do now and what are you planning for the future? Brokerage, own and manage properties, development. Future: Creating new retail/business venture

Hobbies: Sports, reading, gardening, traveling, shopping, baking, horses

Favorite book: "The Alchemist"

Favorite movie: "Gandhi"

Person you admire most (outside of family): Joe Nicolla, local developer and mentor

Key to success: In my experience it is inevitable that obstacles will always arise while working toward actualizing one's vision. But if solutions can be generated quickly and mindfully, it is not a matter of if a problem can be solved, it is a matter of how and the most viable options that can be applied. Flexibility in your approach, persistence in your attitude and creativity with your thoughts are your allies during this process! These properties blended together generally yield your highest probability for success!

If you had to choose another vocation what would it be? Holistic healer

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