



Decade Answers: Joe Willen

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Joe Willen is the CEO at the Advantage Group of Affiliated Companies, Huntington, N.Y.

What was one of your corporate or career highlights of the decade?

Two months after the Dow's crash in '87, I launched Advantage Title. Bad timing? It turned out to be perfect timing. The market had nowhere to go but up. I credit my success to three key things: impeccable service, a great supporting cast, and diversification of services. While the economy crushed other title companies, Advantage continued to thrive. Over the past 20 years the company has built a strong foreclosure business, (counter cyclical to title) along with mortgage, settlement and incorporation services.

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