

Judy Marsales Real Estate Ltd. Provides Independent Perspective and Vast Real Estate Experience

As an active member of a number of community and professional groups, Judy Marsales, owner of Judy Marsales Real Estate Ltd., has a deep understanding of community and its importance for people buying and selling their homes.



closed, before starting her own independent brokerage in 1988.

Her first office was based in Westdale, and she has since opened offices in Ancaster and Locke Street in Hamilton. Over the years, her team has grown to

“Community is the foundation of people’s lives. When they’re buying or selling homes, what’s going on in the community is often very important,” says Judy. “Understanding that importance and taking leadership roles in the community helps other people see what is important to me and how I work.”

Judy first became interested in the real estate business in the late 1970s when she was in the process of buying her first home and saw the work and negotiating that her realtor was doing. She began taking courses and received her real estate license in January 1980. She then worked as a Sales Representative and Manager for Lounsbury Realty, which has since

include two office managers and 50 sales associates who work in the entire area covered by the Realtors Association of Hamilton and Burlington. As an independent brokerage, her associates have more flexibility to focus on their clients’ needs and best interests.

While Judy’s team of high-performing sales associates work directly with clients, Judy uses her valuable perspective to support, manage, and guide her sales representatives and clients as they go through the process of buying or selling their homes. Having an experienced and knowledgeable team is essential, particularly with the challenges of the current market, and Judy’s long history in the business has provided her with valuable experience and perspective to share.

“My business is really about making strong connections with people so that we provide them with the depth of knowledge that they need to make good decisions. My experience and exposure have afforded me that ability,” she says. “I also like statistics and helping people separate the fact from the fiction in real estate and understand the realistic expectations of the changing market.”

For example, many people looking to buy or sell in the near future might be concerned about the impact of rising interest rates or about achieving the results of a comparable home from several months ago. But Judy says, “It’s more important that people understand their budget, do not over-leverage themselves and take a look at a broader perspective.”

Judy can often be seen and heard



in the community. She sits on a number of boards, including serving as Chair of the non-partisan Ontario Association of Former Parliamentarians (she is a former Member of Provincial Parliament) and the Brott Music Festival board. She loves music and theatre and regularly performs in the community, both in her church choir and her band, “Judy and the Noteworthy’s,” which performs weekly at a local pub.



The team at Judy Marsales Real Estate Ltd., Brokerage also participates in, sponsors, and fundraises for many community events and causes. Judy says that being involved in so many groups helps her stay connected with causes she cares about and the community at large.

“I enjoy meeting people, being involved in the community, and developing connections with people,” she says. “It’s an important part of building trust with the community.” ■

By Eileen Hoftzyer

