



EDUCATION
SPOTLIGHT

DESTINED FOR SUCCESS: Desty Lorino Brings Passion to the Real Estate Business

ALUMNUS DESTY LORINO, '75

By Katelin Watson

Mention the name Desty Lorino to anyone from Shorewood, and chances are they have heard of him or even know him personally.

A '75 Shorewood High School (SHS) alumnus and a lifetime resident of the Milwaukee area, Lorino has been making his mark in the community for more than 30 years, particularly in the real estate business. With his honesty, candor, sense of humor and laid-back personality, it's no wonder that he's built a successful business in a highly competitive industry.

Although he seems like a natural in his profession, Lorino did not foresee a career in real estate. "Back in high school, I had no idea what I wanted my career path to be," he confesses. "It was a different time back then, and options were different. All I was focused on was getting a good job and being set for a family."

Lorino says he wasn't a big "joiner" of clubs or activities in high school, though he did play sports (mostly, he says, so he could be given a study hall to complete all his homework within the school day).

"I got a lot out of my education at SHS, I just didn't know it until I got into the real world," Lorino says.

After graduation, Lorino took a summer job with Miller Brewing Co. that led to a full-time position. "Benefits were good, the hours were fair, I met my beautiful wife at that job and we started a family," he recalls.

But something was missing. Lorino admired several friends who seemed to be truly passionate about their jobs, and he wanted to find that for himself. "I knew there were more options out there for me than just working for someone for the sake of working," Lorino says. "One thing my Shorewood teachers

really did a great job of was teaching me how to think for myself, research and make decisions."

That led Lorino to earn his real estate license in 1986. With hard work and persistence, Lorino made a name for himself in the business and gained an exceptional reputation. He has won multiple awards for real estate excellence over the years. He's an expert on Shorewood residential real estate – not only does he live here, but he has helped Shorewood residents and newcomers buy or sell several homes in the Village more than once. In early 2016, he closed his 400th Shorewood transaction.

"I definitely think my Shorewood teachers helped foster my sense of entrepreneurship, which was essential in building my career," Lorino says. "I have always based my business on four main aspects: honesty, integrity, experience and trust. I also pride myself in doing the little things, such as taking my own calls. I want clients to know I am accessible to them and that I will take care of their interests."

Today, Lorino's Coldwell Banker real estate group, Desty's Team, is run in partnership with his wife, Connie. He credits their complementary skills as the secret to their success: She is the planner, he is the doer.

In their leisure time, Lorino and his wife enjoy spending time with their two grown children – both of whom went through the Shorewood School District – and being outdoors as much as possible.

Lorino says he doesn't see himself retiring any time soon. "As long as I'm able, I'll be here," he says. "I've been so lucky to have so many people support us through the years, and I plan to continue giving my time back, with my business and as a volunteer, for as long as I can. The technology may change, the way in which we find houses may change, but I'd like to think the service we provide, and the way we treat people, will stand the test of time." ■