

# James Lane

## Up-And-Coming Agents To Know In Hamptons Real Estate: Kristen Suarez & Flora Veitch

Ty Wenzel | May 16



This is the tale of best friends who found a common passion — and shot it into the stratosphere. [Flora Veitch](#) and [Kristen Suarez](#) are a power squad on the East End under the mentorship of [Judi Desiderio](#), CEO of [Town & Country Real Estate](#). It is not the team's first rodeo, as they launched at a hyper-luxury firm before they pivoted to the local giant. Desiderio historically puts a lot of time and money into the agents and brokers that yield her the trust of their careers. There is a lot of money at stake in the Hamptons and her investment in this team has been about more than just ROI, but elevating the agency for the next generation. We sat down with Suarez and Veitch to learn about their astonishing early success and much more.

Tell us about your journey to becoming East End real estate agents? How long have you been in luxury real estate? Did you have former careers before embarking on this path?

**Flora Veitch:** Over the course of five years, I served as a marketing, events, and sponsorship manager for a prominent global bank. Despite my accomplishments in this role, I sensed a professional void and recognized an entrepreneurial feeling that only running my own business could satisfy. Given my background in banking and innate entrepreneurial mindset, I gravitated towards the real estate industry.

Drawing from my extensive experience at the bank, I was able to leverage many concepts that provided me with a strong foundation to represent my clients in the Hamptons.

Joining forces with Kristen, my friend of a decade, was a natural progression towards my career aspirations. Our unique and diverse perspectives allow us to work collaboratively and effectively in navigating complex real estate transactions.

Looking back, it is hard to believe that it has only been 2.5 years since we first embarked on our business venture! Today, we proudly stand as partners. In our first year, we did \$31,000,000 in real estate transactions, and this accomplishment serves as an unwavering source of motivation as we strive towards even greater success.

**Kristen Suarez:** I worked for a global translation company in Manhattan, but quickly realized that my talents were better suited for direct client interactions rather than desk work. Fueled by a desire to explore, I traveled the world while pursuing an acting career. Halted by the pandemic, I fell back on my love of real estate.

My education in the field of real estate stems from my mother, who has been an accomplished agent on the North Fork for over three decades. Her remarkable ability to offer candid and forthright advice, while skillfully steering clients towards making well-informed decisions, aligns with the core values required for a successful real estate career. With a shared passion for real estate and a long-standing friendship, Flora and I make an excellent team, with our unique and complementary styles perfectly suited to serving the clientele of the Hamptons real estate market.

**FV:** The knowledge and professionalism I gained during my tenure at the bank has been instrumental in my transition to real estate. My experience in analyzing global marketing has equipped me with a unique ability to guide my clients through the complex process of buying and selling properties. My understanding of CAP rates and ROI has proven invaluable in navigating intricate investment opportunities on behalf of my clients.

My deep appreciation for the Hamptons market and the sophistication of its clients has allowed me to establish myself as a trusted advisor in the area. Drawing from my global experience at the bank and Kristen's worldly travels, we are able to resonate with a broad spectrum of clients and tailor our marketing efforts accordingly.

In addition to my real estate career, I have had the privilege of working closely with Kristen Farrell & Co., a leading design and development firm in the Hamptons. This invaluable experience has provided me with a comprehensive understanding of real estate from the ground up, from mastering every detail of a property to developing strong relationships with the various township building departments. Our team prides itself on anticipating the questions and concerns of our clients and providing prompt, informed solutions. My work with Kristen Farrell & Co. has enriched my education in the intricacies of property renovation, construction costs, and the logistics of land development, including flood zones, zoning regulations, and overall buildability.

**KS:** My diverse experience in public relations, communications, and theater, equipped me with the necessary tools and communication skills to excel in the real estate industry. In addition, my passion for acting and producing has honed my ability to coordinate, communicate, and multitask effectively – essential skills that translate well to the fast-paced world of real estate.

In addition to my professional experience, my ability to connect with people on a personal level has proven to be a valuable asset in cultivating enduring client relationships built on trust and mutual respect. My approachable demeanor and commitment to service excellence have earned me a reputation for being personable and friendly, while my intuitive understanding of my clients' unique preferences and objectives enables me to provide strategic guidance that is tailored to their specific needs. With a strong focus on building lasting relationships, I strive to ensure that my clients feel supported and empowered throughout the buying and selling process, ultimately leading to successful outcomes that exceed their expectations.

## Are you local to the region?

**FV:** No, I am actually from Woodstock, New York! I grew up in the Hudson Valley, and found myself in New York City for many years. Now I live full time in Southampton.

**KS:** Yes! I was raised in Wading River and spent many summers working in the Hamptons growing up. I spent five years in Brooklyn before moving out to Southampton to start real estate.

**FV:** Living out here has given us an intimate knowledge and firsthand experience of life on the East End, and this has provided us with a unique advantage in the real estate industry. It is paramount that as an agent, you possess a deep understanding of the properties we represent, and living in this beautiful area has afforded us the opportunity to gain invaluable insight into the local market.

## What brought you two together to become a team this early in your careers?

**KS:** Our paths have intertwined throughout our early adulthood, leading us to pursue similar journeys in various aspects of our careers. It was only natural for us to join forces and become business partners, capitalizing on each other's unique strengths. Kristen's infectious charisma radiates during every showing and client interaction, while Flora's astute comprehension of investment property value is invaluable when handling deals.

We sought to establish and elevate our business model rapidly upon partnering up. We found that many of the larger, national firms were inundated with agents, making it challenging for us to stand out. Joining Town and Country, however, provided us with the perfect platform to thrive in a supportive environment driven by teamwork.

Above all else, trust is the cornerstone of our partnership, especially when it comes to working in real estate, particularly in the Hamptons. Our unwavering trust in each other has propelled us to early success in our careers. We understand each other's strengths and weaknesses, enabling us to offer our clients unparalleled service. Where one of us may falter, the other excels, creating a harmonious "yin and yang" dynamic.

Your inventory is quite impressive! What methodologies do you have in place to bring sellers in to list with you? What differentiates you from the others?

**KS:** Trust is a fundamental pillar of our business approach. We take pride in being transparent and always putting our clients' best interests first, whether it's selling a beloved family home or scouting for the next investment opportunity. Our deep understanding of the Hamptons' unique market, combined with our individual strengths, allows us to deliver a personalized and effective real estate service. We are committed to supporting, educating, and delivering for our clients with a comprehensive, fast-acting, and strategic approach. Partnering with Town & Country has given us an exceptional platform to showcase our strengths and goals. With decades of experience in the East End's real estate market, T&C agents are known for their trustworthiness, and we feel fortunate to have such a dedicated team behind us, no other brokerage delivers that!

With interest rates having doubled in recent months, do you think it will or has it affected the East End?

**FV:** There has been a shift in the market, but in no way, shape, or form do we see a burst in our Hamptons housing market. The unique nature of the Hamptons, where many clients are buying second homes, makes it resilient and less susceptible to the effects of rising interest rates. In fact, it remains a lucrative investment opportunity, especially during times of economic volatility.

As the market evolves, we have noticed a shift in buyer behavior, where there is less lateral movement and more renovation of existing homes. However, we continue to see long-time members of the Hamptons community looking for homes to accommodate their extended family members.

Our CEO's belief that "the best thing you can do is buy East End land" is a sentiment that we fully endorse. We remain steadfast in our commitment to helping them make smart investments in this dynamic and exciting market.

Is there anything that changed in the way you work from the chaos and rapid growth of that period?

**KS:** We feel grateful to have launched our careers during the height of the pandemic, which presented a unique opportunity to gain valuable experience in a rapidly-changing market. The rental market was especially robust during our initial summer, allowing us to hone our skills and learn how to close deals efficiently. Today, while the market may have shifted somewhat, it remains dynamic and active. We believe that the most successful agents are those who persevere through the ups and downs and prioritize the needs of their clients above all else!

Are there neighborhoods we should keep an eye on?

**FV:** There are many desirable streets and hamlets in the Hamptons – this is specifically a client driven question based on lifestyle and price point. Look for more renovations in long standing neighborhoods as

raw land is scarce. Development north of the highway provides value to those looking for larger lot sizes. Overall the greatest number of real estate transactions remains under 3 million.

## What is your advice for sellers right now?

**KS:** Navigating the complex process of selling a family home or a pandemic-era investment property can be overwhelming, and that's why trust is essential. Our first piece of advice would be to trust your agent, as their expertise and guidance can make all the difference.

It's also important to approach market rumors with a discerning eye. While the market has indeed shifted, there are still plenty of buyers who understand the lasting value of Hamptons real estate. This newfound appreciation has established a new threshold, and we don't anticipate it fading anytime soon. Although there may be more negotiation involved in deals today than in the past, this doesn't discourage buyers and sellers from working together to achieve their goals.

## What about buyers?

**FV:** Investing in Hamptons real estate can be a smart and profitable decision, as historical data has shown. However, it's crucial to work with a trusted agent who can guide you through the process. It's important to find someone who not only values their job, but also believes in the value of your investment. When considering an investment property, your agent should be able to provide you with important financial metrics, such as your potential CAP rate and ROI, to help you make an informed decision. Expertise and knowledge are the key when making such an important investment, and finding the right agent can make all the difference.

## What do you do in your downtime for fun? Is there downtime?

**KS:** We're always having fun, even when we are working! That's the benefit of partnering with your best friend. If we aren't running around showing houses, we are usually walking and talking through the estate section of Southampton, dining at Argento, or listening to live music at Talkhouse.

In all honesty, we believe that a positive and collaborative relationship with our clients stems from a happy and fulfilling personal life. We feel privileged to share this dynamic and to be able to genuinely say that we love what we do!

Learn more about [Kristen Suarez](#) & [Flora Veitch](#).