



27 Million and Counting: Kathy Braddock, Rutenberg Realty

Meet Kathy Braddock, the co-founder of Rutenberg Realty, a New York-based residential real-estate brokerage.

By **BEN CRAW**

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Starting your own business is a noble -- not to mention exciting, rewarding and often crazy -- undertaking. The experience is an adventure, to say the least, and no two entrepreneurial paths are exactly the same, whether they result in fame and fortune or just a few hard knocks.

There are an estimated 27 million small businesses in the United States. And *27 Million and Counting* is our attempt to capture as many of these unique, only-in-America success stories as we can. The premise is simple - we give entrepreneurs 60 seconds to share their stories, in their own words. We hope they will inspire, inform and maybe make you laugh. This is Kathy's story.

Name: Kathy Braddock

Company: Rutenberg Realty

Location: New York

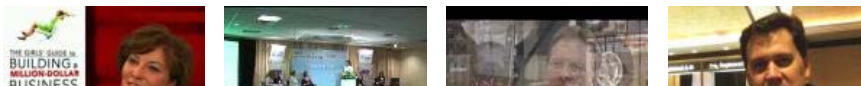
Website: www.rutenbergrealtyny.com



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"Normally, when launching a business, our initial instinct is to want to set up a proper 'bricks and mortar' office with desks, chairs, etc. ...

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