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INSPECTOR Spotlight

SIS General Manager John Sheehan joined the team just over a year ago. A West Point graduate and former Field Artillery Officer, John has extensive experience running sales and service companies across California and Massachusetts in various sectors, including a plumbing company for 12 years. When asked about his experience, he humorously replies, "too many to recall." John thrives on hiring high-grade talent, supporting team members, and witnessing their successes.

He chose SIS for its professionalism, team culture, and commitment to excellence. Since joining, John has helped establish a meticulous hiring process, the Septic Division, non-traditional inspection programs, and a culture of role-playing. Currently, he is working on a new Services Division offering continuing inspection packages for homeowners. Outside of work, John enjoys coaching lacrosse, hiking, golfing, cooking, baking, and writing poetry.



MEET THE NEW HAVEN & MIDDLESEX REAL PRODUCERS TEAM



Sam Kantrow
Owner/Publisher



Ed Bermudez
Photographer



George Grotheer
Content Writer



Jaime Wood
Event Coordinator



Jack Ardrey
Operations Specialist



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at sam.kantrow@realproducersmag.com.

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REAL PRODUCERS PUBLICATION ▶ you're invited

LAUNCH PARTY

Calling all top real estate agents along the Connecticut shoreline! Join us for an exclusive evening at the launch party of Real Producers Publication. This prestigious event will gather only the top agents in our market for a casual and engaging networking experience.

Enjoy complimentary drinks, gourmet food, and the opportunity to connect face-to-face with industry peers whom you often interact with only in a transactional setting. It's a chance to build meaningful relationships and discuss industry trends in a relaxed environment.

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FAQ

ALL ABOUT NEW HAVEN & MIDDLESEX REAL PRODUCERS



The first Real Producers magazine started in Indianapolis in 2015. Real Producers is now in over 130 markets across the nation and is continuing to grow nationwide.



Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The top 300 real estate agents across New Haven/Middlesex County Real Producers and our preferred partners.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most accomplished individuals in the New Haven/Middlesex County Real Producers real estate sector.

By curating an exclusive community comprised of the top 300 real estate agents and RP-vetted businesses in each market, we foster a shared space for sharing stories, celebrating successes, discussing market trends, and highlighting

upcoming events. Our monthly publication is dedicated to connecting, informing, and inspiring, encompassing anything that contributes to the enrichment of our community.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process for getting featured in our magazine is straightforward. To be eligible, you need to be on

the top 300 list, and we value nominations highly. Whether you're a real estate agent, business, broker, owner, or someone who admires the work of others, you can nominate individuals, including yourself. Even office leaders have the opportunity to nominate outstanding real estate agents. We take every nomination seriously and consider anyone from the top 300 list who is brought to our attention. While we cannot guarantee a feature, we strongly encourage you to connect with one of our team members, show support for Real Producers, and participate in our private events. These steps can enhance your chances of being featured in our publication.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **REAL** stories of **Real Producers**.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: The RP-vetted businesses featured in our publication represent the some of best in the business in their respective categories within the New Haven/Middlesex County Real Producers. You can easily locate them in our index. We do not randomly select businesses, nor do we collaborate with every business that approaches us. We prioritize businesses that have received your stamp of approval through recommendations and each business showcased has been personally recommended by many of the top agents featured in our publication. Before featuring any business, our team conducts additional vetting to ensure they align with our community's values and bring substantial value. Our aim is to build a robust network that not only includes the best real estate agents but also features top-tier businesses, fostering collective growth and strength within our community.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us - **Email: sam.kantrow@realproducersmag.com**

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WHAT IS Real Producers?

WELCOME TO NEW HAVEN & MIDDLESEX REAL PRODUCERS!

We provide a platform to connect, elevate and inspire the top real estate professionals across the Connecticut Shoreline.

publisher's note

By Sam Kantrow

It is a privilege to introduce Real Producers to our region and to celebrate the exceptional contributions each of you makes to the Connecticut Shoreline real estate community. Having lived here my whole life and worked in television/media for the last 14 years, it brings me profound joy and excitement to have the opportunity to showcase your achievements, nurture your connections, and acknowledge your unwavering commitment to excellence in serving your clients.

Real Producers originated as a simple concept in 2015 in Indianapolis and has rapidly expanded nationwide. The thriving Real Producers community now spans over 130 locations, revolutionizing the way the real estate community collaborates throughout the U.S. As we begin this journey

together, I commit to fostering community connection and forums dedicated to acknowledging and highlighting the unique qualities that make each of you iconic.

In the years ahead, my goal is to conduct interviews with each of you, sharing your success stories in upcoming issues. I eagerly anticipate commemorating your achievements at our events, offering valuable tools and connections to support the growth of your businesses, and representing your collective passion for this industry that we all share.

Here are some quick facts about Real Producers:

DISTRIBUTION:

This magazine will be delivered to the mailboxes of the top 300 agents in New Haven and Middlesex Counties every month. The selection of these 300 agents is based on compiled MLS data over the last year. If you are receiving a hard copy of the publication, it is because you belong to the distinguished group representing the top 5%.

CONTENT:

This publication revolves around YOU—the Connecticut Shoreline real estate community. Our aim is to share personal

and distinctive stories about members of this community, providing a platform for you to inspire greatness in others. As we expand, our commitment remains to deliver fresh content exclusively centered on the top 5% and our Preferred Partners. It's important to note that **we have nothing to sell to real estate agents**; being featured in this publication is absolutely FREE. Agents can be featured by nomination from a peer, leader, or influencer. We actively encourage nominations and appreciate learning about agents who are making a significant impact in our market.

PREFERRED PARTNERS:

Those identified as "Preferred Partners" in the index of this publication are integral members of this exclusive community. You will find them featured in every issue, participating in our private events, and actively engaging in our online community. We maintain a selective approach, allowing only those businesses recommended by members to be a part of our community.

Each Preferred Partner showcased in this publication has been recommended by one or more of you. Our objective is to provide you with an extensive array of resources to enhance your business, ensuring that you consistently stand as a trusted referral source for your clients and customers.

EVENTS:

In addition to our monthly publication, we organize social and educational events throughout the year. Our aim is to unite the best of the best while contributing to and bolstering our local communities. And, of course, we fully intend to have a good time doing it! Information about upcoming events will be shared through the publication. Stay tuned for exciting updates!

CONTRIBUTION:

If you are interested in contributing, nominating REALTORS® for certain features, know of additional top-notch affiliate partners who would be a great fit for our community, or would simply like to learn more, please reach out to me anytime. I look forward to meeting with every one of you in the near future.



I would like to take a moment to acknowledge our Preferred Partners for their vision and belief. Their commitment is an essential part of bringing New Haven & Middlesex Real Producers to life and will provide the framework for our continued growth and success. I also would like to extend a heartfelt "thank you" to my incredible team, all of whom orchestrated this inaugural publication with me. This second issue is dedicated to each of you, but especially the dad's!

I appreciate you all and I look forward to seeing you all at our launch party coming soon!

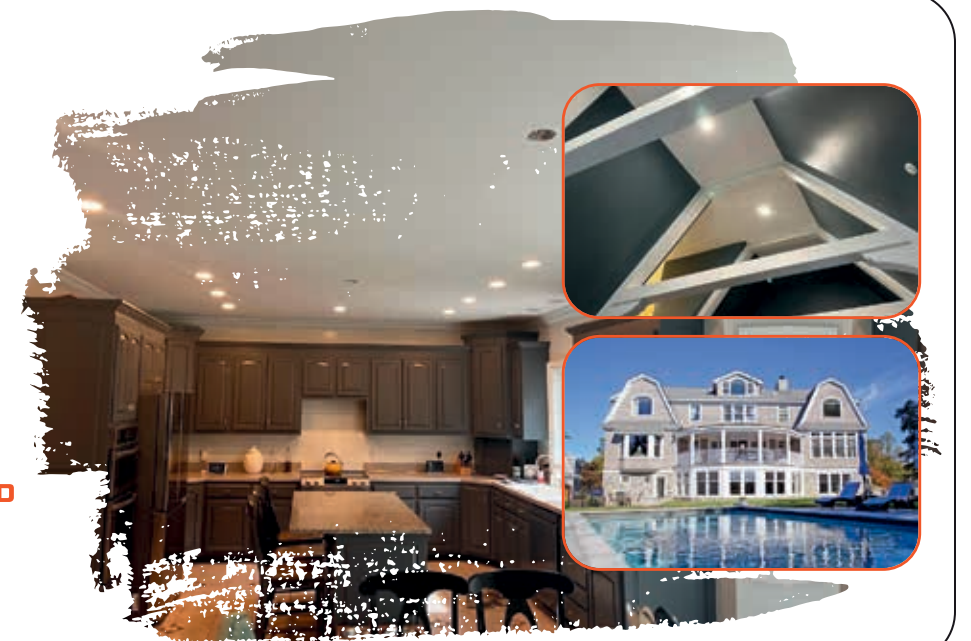
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By George Grotheer

Susan Santoro

William Pitt Sotheby's International Realty

Imagine calling four or five hours of sleep a night an easy way to go through life. Lucky for Susan Santoro, she claims not to need much more than that – and that has allowed her to spend more time with her nose to the ground, making a name for herself in a lifelong career as a Realtor.





Santoro has seen the real estate industry change significantly in her nearly forty years in the business. A modest start in modeling, a great knowledge of building from her real estate developer husband, and a passion for real estate led her to collect her license in 1985. She began by taking all the call-in leads at the office and offered to host an open house for any agent to meet buyers and potential sellers. She says once she got things off the ground on her own, she built a remarkable career that now spans almost four decades. She has won numerous awards including being named the #1 Realtor in sales at William Pitt Sotheby's International Realty- Guilford office and # 4 for the company in the state of Connecticut! To top it off, she loves every minute of it. – despite the lack of sleep.

She prides herself on a personal touch that has carried

her through decades of service to her clients and community. She still communicates with every sale even her first sale from the mid- 80s, sending them cards throughout the years to check in and stay in touch. The Google reviews match – a recent endorsement raves about Santoro's attentive service, acting like each client is her one and only. Her 100's of physician clients call her "Realtor to the Docs" a name she is very proud of. Another element of her success – her so-called "gift of gab," or a gift of being able to befriend. She loves learning about people, loves conversations, and always tries to leave a party having met everyone in attendance. It is that kind of connection that has her standing head and shoulders above her peers.

Her biggest success in the workplace, though, is her real estate team. The Susan Santoro Team~A small group

HER 100'S OF PHYSICIAN
CLIENTS CALL HER
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Photo by Nikia Randolph
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Photo by Nikia Randolph
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of four, (Kate Esposito, Alicia Mahon & Eric Ryalls) this group is fiercely loyal and devoted to providing world-class service at a personal level. Santoro says she loves teaching and answering questions – and helping her team grow from real estate assistants to top-flight realtors is one of her proudest achievements.

Of course, she has some impressive achievements outside the office. As she grew up, she participated in the Special Olympics and remains committed to the advancement of those with special needs and abilities. She gives back to the Ronald McDonald House and donates as often as she

can to the Juvenile Diabetes Research Foundation. She has a daughter Stephanie, a son in law Spencer and two wonderful grandchildren, who she tries to see a few times a month at their home on Long Island. She mostly credits her business sense from her Dad Ronald Shaw who was a standup comedian turned CEO of The Pilot Pen Corporation – and has taken lessons of authenticity and enthusiastic self-promotion from him.

Santoro emphasizes that in Real Estate the team's core concept is a commitment to making sure nothing falls through the cracks – that there will always be someone there to back

you up for any reason. She says with forty years of experience, she is comfortable taking the lead when it comes to problem-solving, but collaboration is key for her team. Santoro praises her agents for complementing each other's skill sets. She says there is a reason Real Trends named The Susan Santoro Team the top small team in the state of Connecticut for the second year in a row, as well as The #1 Team in The William Pitt Sotheyby's International Realty Company! – and she has big plans to continue that upward trajectory... even if it means missing out on an hour or two of shuteye.



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vendor spotlight

By George Grotheer
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Sandhill CONCIERGE

Skye Belote doesn't just manage tasks—she orchestrates lives. With a client list that includes professional athletes, company executives, and celebrities, Skye's unique capacity to handle high-pressure demands has made her an essential asset. But it's her role with Connecticut real estate agents and their clients that is showcasing her expertise in a new light.

Skye's background is as varied as it is impressive. She has collaborated with high-profile CEOs and teams like the Dallas Cowboys, experiences that honed her skills in

high-stakes environments. However, it was her tenure managing a burgeoning hedge fund on the West Coast—concurrent with her pregnancy with her second child—that truly tested the art of multitasking under pressure.

The catalyst for founding Sandhill Concierge came from her own relocation across the country. Overwhelmed by the logistical challenges and realizing the indispensable nature of support during such times, Skye decided to ensure that others would never have to feel the same strain. Thus, Sandhill Concierge was born, aimed at extending a lifeline to those grappling with life's logistical hurdles.



Sandhill CONCIERGE



Now, Sandhill Concierge is a beacon for those stretched too thin. Under the guiding principle of “saving you time so you can focus on what matters most,” the company offers an array of services. These include not just personal assistance and event planning, but also specialized services like home relocations, meticulous organization, and newcomer town orientations—each designed to facilitate seamless transitions.

Skye’s team particularly shines in supporting Connecticut’s top real estate professionals. They manage everything from staging properties to



ensuring that every detail of a client’s move is handled with precision. This commitment makes them not merely service providers but strategic partners in the real estate industry.

Beyond her professional endeavors, Skye finds solace in the simple pleasures of family life. Alongside her children, Carter and Lucy, she enjoys cooking, crafting, and gardening. Despite her husband’s demanding schedule, they always find time for joy and laughter, underscoring the importance of balance in a busy world.



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Photo by Nikia Randolph
Rise Visual Media

► agent to watch

By George Grotheer

Getting married and moving in with the parents? Risk. Buying land to build a house from the ground up? Risk. Playing casino slots and putting hard-earned money on the line? Gamble, for obvious reasons.

For rising star Samantha Celentano, there is no reward in life without risk – and that has put her on the fast track to success in Connecticut’s real estate market.

Perhaps the biggest of those risks in her life so far has been the decision to pursue a commission-based job at the end of high school. Going after a career in real estate

at eighteen years old, during the first semester of college, is another major gamble that has worked out for her. As she took her first steps into adulthood, Celentano realized her passion for working on the road in this industry – and threw caution to the wind by getting her real estate license at eighteen. Like a winning turn on the

slots, her boldness and determination have proven to be a gamble that has considerably paid off.

The earliest phase of her career found her splitting her time three ways – she spent Mondays and Wednesdays taking college courses online, Fridays working

a twelve-hour shift at a day care center, and the rest of her time making opportunities for herself in real estate. She changed schools, transferring from Southern Connecticut State University to Middlesex Community College, to put more energy into her passion. By doubling down on her budding career, she was able to fulfill a promise to her parents to finish school while jumpstarting her professional life.



Outside of work, Celentano spends time traveling with her husband – Florida, Las Vegas, and the Caribbean are among her preferred destinations. She loves cooking and experimenting in the kitchen every chance she gets... and has some fun every now and then on those slot machines. Adjacent to her real estate work, she is perhaps most excited to continue advancing her home- building project in Madison as she and her husband construct the next chapter of their lives together.

Celentano prides herself on the relationships she has built in her young career. She says almost all her business comes from referrals – she says she has found constant



growth in her base as each client refers her to several new ones. With each potential buyer or seller, Celentano dives in with all her energy, providing a personal experience in a sometimes-impersonal world. She says that even though that can lead to being stretched too thin, the reward of matching someone with their dream home is an unmatched feeling – and one she wants to keep experiencing moving forward.

She aspires to work with a buyer's agent to help with showings, to hone that part of her craft, but emphasizes

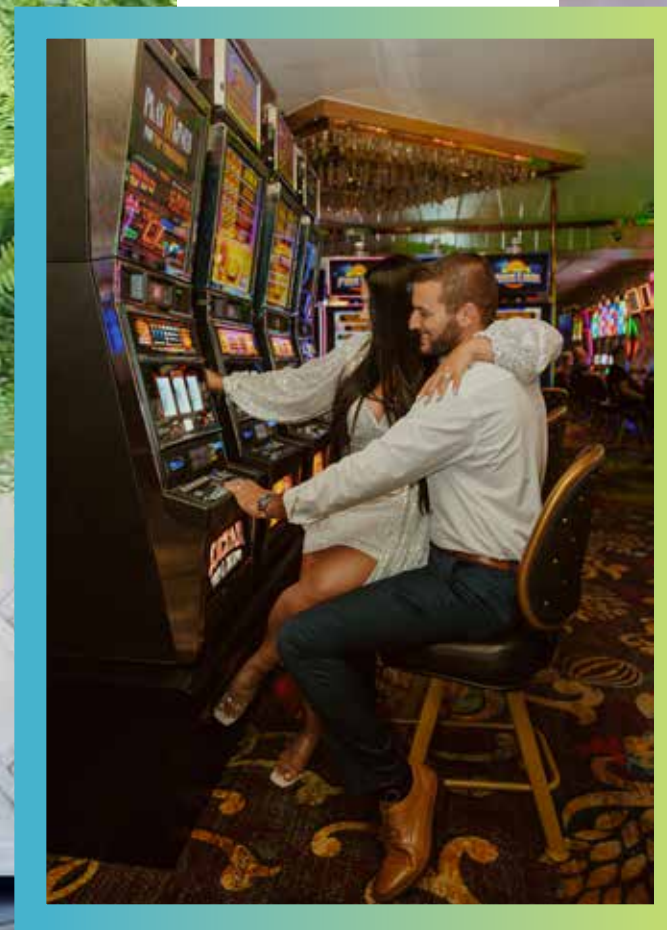


Photo by Nikia Randolph
Rise Visual Media

her dedication to each client by saying negotiations and contracts will always be in her hands. There is no end in sight for Samantha Celentano – selling ten million dollars in property a year in her mid-twenties is simply not enough for her. She says she is not even halfway to where she wants to be in her career and is willing to take more risks to maximize reward.

It has worked out pretty well so far.



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