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MEET THE NEW HAVEN & MIDDLESEX REAL PRODUCERS TEAM

TABLE OF CONTENTS



05
Meet the Team



08
Publisher's Note



10
FAQ



12
Top Agent
- Rose Riardiello



18
Vendor Spotlight:
Lindsay Fuller Interiors
by Lindsay



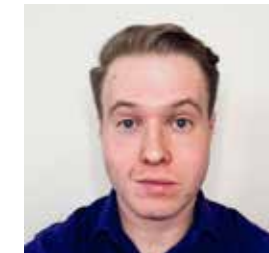
22
Rising Star
Heather Zito



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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 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 first issue is dedicated to each of you— you are truly amazing!

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

Sam Kantrow

Owner/Publisher
New Haven and Middlesex County Real Producers
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▶▶ top agent

By George Grotheer
Photography by
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Rose Ciardiello

A SWIFT ASCENT WITH HEART AND EXPERTISE

From hospital beds to bedrooms, cafeterias to kitchens, and operating rooms to backyard pools, Rose Ciardiello knows more than enough about finding the right place for the right person – and that has propelled her to the sought-after spot as the top real estate agent in New Haven and Middlesex Counties.



Photography by
Nikia Randolph
Rise Visual Media



and relied on word-of-mouth in the early stage of her real estate career. Fast forward to the present, and she has firmly entrenched herself at the top of the list, and business remains good. At this point, she says, of the top three hundred real estate agents in the area, ten

With a background in medical care, nursing education with the University of Bridgeport, and experience as a patient care manager at Waterbury Hospital, Ciardiello had a career carved out in health care – providing for patients as she has provided for clients in her second career. There were connections throughout Ciardiello’s life – her husband’s aunt worked in real estate for four decades, pushing her to get a real estate license. She secured that license, and soon had her first client. He was someone she met through her son’s involvement with Little League Baseball – she helped him find a condo... then turned around and sold his house. One client, two sales – and Ciardiello was on her way.

From that point, building a local client base became a grassroots effort in the shoreline towns. Ciardiello sent out postcards, put advertisements in the newspaper,



Photography by Nikia Randolph
Rise Visual Media



to fifteen percent are doing five percent of the business. She says she anticipates the numbers dropping in the coming months and year- with those at the top continuing to adapt to chance... and continue to sell.

Ciardiello credits her unique background and approach to sales for not only keeping her relevant in a constantly evolving landscape but helping her rise to the top. She takes pride in being an individual agent, working with a personal assistant but going above and beyond in the role of realtor – identifying as a self-proclaimed “control freak” as she fingers the pulse of the market and ‘gets her hands dirty’ by being deeply involved in her work. Ciardiello calls her business organic – relying on

leads and previous relationships to continue operations at a high rate, and her numbers are IMPRESSIVE. How impressive? We’re talking about William Raveis’ number 1 Sales Associate in CT in Closed Sales Volume since 2019. In 2023, Rose was also #1 in Closed Sales Units (this is out of 2,000 agents) and ranked number 1 sales associate in Closed Sales Units companywide, nationally out of almost 5,000 agents!

Beyond that, she says it is crucial to be genuine, authentic, and transparent with clients, provide good service, and answer the phone when called. Real estate is a referral-based job, Ciardiello says, and the results and reputation are needed to last.

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▶▶ vendor spotlight

By George Grotheer
Photography by Rise Visual Media



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LINDSAY FULLER

INTERIORS BY LINDSAY

Twenty years in any career may feel like a life well spent, but when major moments throw a curveball, it can leave one wondering about the next steps. For Fuller, time away from work on maternity leave a decade ago put her in a position to pursue something new. While that often means starting from the ground up, her relationships and experience in staging-adjacent work prepared her to take on an exciting new life in home staging.

After a career in merchandising, Fuller decided to hang it up when her soon-to-be eleven-year-old son was born in June of 2013. Her police officer husband, now a detective sergeant, was always on-call with his work – and Fuller says someone needed to be around for their young son. She looked at work in both interior and home design, but quickly realized it was not the right fit. Soon enough, she found home staging – a visual medium different from her experience with clothing retail.. and her interest was piqued.

Fuller became certified through an intensive course with the Home Staging Association and was able to open her own company within months. Fortunately, she says she had a leg up in growing her brand due to the relationships and connections she had formed in her previous life. She spent time sharing resources with Lisa Leonardi of The Room Doctor in Madison before branching out to find her own space, crew, and furniture. It took a while, she says, but the results have come.

Of course, that was before the pandemic.



The staging field of the real estate industry – and home buying and selling as a whole – took a significant hit during the early years of the pandemic, with many stagers unable to push through COVID and stay afloat – Fuller did. She credits the

relationships that she had built over seven years staging pre-pandemic, and the understanding that staging has become a critical part of selling a home. Fuller says the business is not about selling the home anymore – it's going to sell at some point, at some

price – it is about maximizing the investment. Fuller says staging will help homes sell for the highest amount possible, drive additional traffic to the home, and give sellers an improved online presence.

Like assembling the perfect wardrobe, Fuller says staging the perfect home is a process that takes time and effort but pays dividends for future sellers. To her, staging means walking into a room in which sellers can picture furniture and other necessities that will complement the space – and visualizing the result that will make someone fall in love with a home all over again.

Is the process of staging just furnishing a home? Far from it! Fuller refers to herself as ONE STOP SHOPPING. Her team does dump runs, donation runs, and refer contractors for prep work. The team handles everything from soup to nuts to prepare a home for sale.

Lindsay noted, “I can handle hairy situations during the original walk and talk, so agents may keep their professional relationships unscathed. I can even give feedback for the do-it-yourselfers...sometimes sellers only need a few items and I’m very specific on what to look and shop for.”

Does staging an ideal living space make it harder to move? For many, she says, yes – but the decision to find a new living space is always made, the property is always sold, and stagers like Lindsay Fuller will always find a new project to turn a house into a home.

Photography by Nikia Randolf
Rise Visual Media





Photography by
Nikia Randolph
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HEATHER

ZITO

A meteoric rise in the industry – and we’re not just talking about her daughter’s impressive run on *America’s Got Talent*. Heather Zito is fast becoming one of the best-known names in Connecticut real estate, after only three years on the job. While work in this business did not necessarily fall into her lap, it is a departure from her previous experience in commercial construction.

Zito came up through property development – flipping houses, working construction, and taking classes in real estate – slowly but surely making her way toward the career in which she has found success in recent years. She spent a long time managing family-owned construction companies, developing small businesses into productive enterprises. While she generally worked on one- or two-year contracts with these companies, she says each stop gave her an opportunity to develop skills she has now brought with her into

▶ rising star

By George Grotheer
Photography by Rise Visual Media

real estate. The COVID-19 pandemic proved a unique challenge for Zito – helping her daughter adapt to a high school experience that had left the classroom in favor of education at the dining room table and over Zoom – but it also motivated her to pursue a license in real estate, spending her first year working full-time in the commercial side of the business before moving part-time into residential listings.

It is not only Connecticut and the shoreline taking an interest in what Zito has to offer as a realtor. Sure, \$11 million helps on the billboard and on the business card, but it is her dedication to the job – working nights and weekends, cold calling potential clients, etc. – that has started attracting out-of-state business from other states in the region including New York, New Jersey, and Pennsylvania... as well as across the nation in Texas and California.

When she can find time – not taking phone calls in the middle of the night or putting in extra hours on Saturdays and Sundays – Zito has a life beyond real estate. She prioritizes spending time with her teenage daughter every week (the two of them take trips together at least once a year, including a recent excursion to the Bahamas), remarking



how important family time is. Zito is also a yoga instructor, finding time between her various calls and meetings to attend classes with coworkers and share yoga practices with local veterans. She is an avid hiker – bringing her dog and her laptop into the woods to stay on top of work even as she spends time out of the office.

Zito has spent her three years in this business with a chip on her shoulder, finding a way to have it all through grit and determination to be the best. As for what's next? She says she wants to keep going, keep speeding up, and reach the top of the charts. Zito is confident that adding an extra million or two on top of her previous year's numbers is attainable – and with that will come a spot in the top ten.

After that? We are all excited to find out.



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.



Image courtesy of Karolina Grabowska

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?

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- Uses buyers' real credit score
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