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Lauren Rasile



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Todd is an experienced and licensed Home Inspector in Connecticut and New York. He has extensive construction experience that lends to him also doing FHA 203(k) inspections. Todd had his own Home Improvement and Construction Company for many years and loved working on historic homes. He loves sharing his knowledge with home buyers, especially first-time home buyers, to educate them on their home. Additionally, he has his FAA UAS license for the use of drones and uses this for residential and commercial roof inspections. Todd is a certified CCPIA commercial inspector and has good experience in commercial retail/office complexes, Industrial, and multifamily buildings. When not working, you can find him on his boat on the Long Island Sound with his wife, Dianne.

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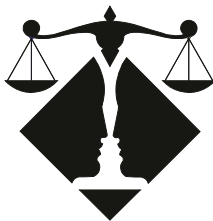
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Network to **BOOST** Net Worth

GET OUT THERE

If there's one thing I've learned in this business, it's that real estate isn't just about properties—it's about people. The relationships you build, the conversations you have, and the network you cultivate can make or break your success. And let's be real, we all know networking is important, but between showings, closings, and the daily chaos of real estate, it's easy to push it to the back burner. But here's the truth: the most successful agents aren't just great at selling homes—they're great at building relationships.

There's this idea that we're all competing against each other,



but the reality is, when we work together, we all win. Some of the best deals happen because of a strong network—whether it's getting a referral, teaming up on a co-listing, or having the inside scoop on an off-market opportunity. And let's not forget the power of having trusted colleagues to lean on. Need a last-minute contractor? A great stager? Someone to brainstorm marketing ideas with? That's where your network comes in.

It's one thing to connect on social media, but nothing beats meeting face-to-face. That's why events like the one we hosted at Back 9 Social in January matter. Sure, the golf was fun, but the real win was in the conversations, the new connections, and the chance to strengthen our real estate community. When we show up, shake hands, and get to know each other outside of transactions, we build trust. And in this business, trust is everything.

But let's talk about networking with purpose. It's not about handing out the most business cards or collecting LinkedIn connections like trophies. It's about showing up with the mindset of, "How can I help someone today?" The more you give, the more you get—it's just how it works. People remember the ones who add value to their lives, and those are the relationships that turn into long-term business opportunities.

So, as we move forward, let's make a commitment to prioritize networking—not just because it's good for business, but because having a strong network makes this whole journey a lot more fun. Get out there, make connections, and invest in relationships that matter.

And speaking of connections—mark your calendar for our next big networking event! **Join us on May 21st** at Caius Farm Brewery in Branford for another great night of conversation, collaboration, and community. I can't wait to see you there!

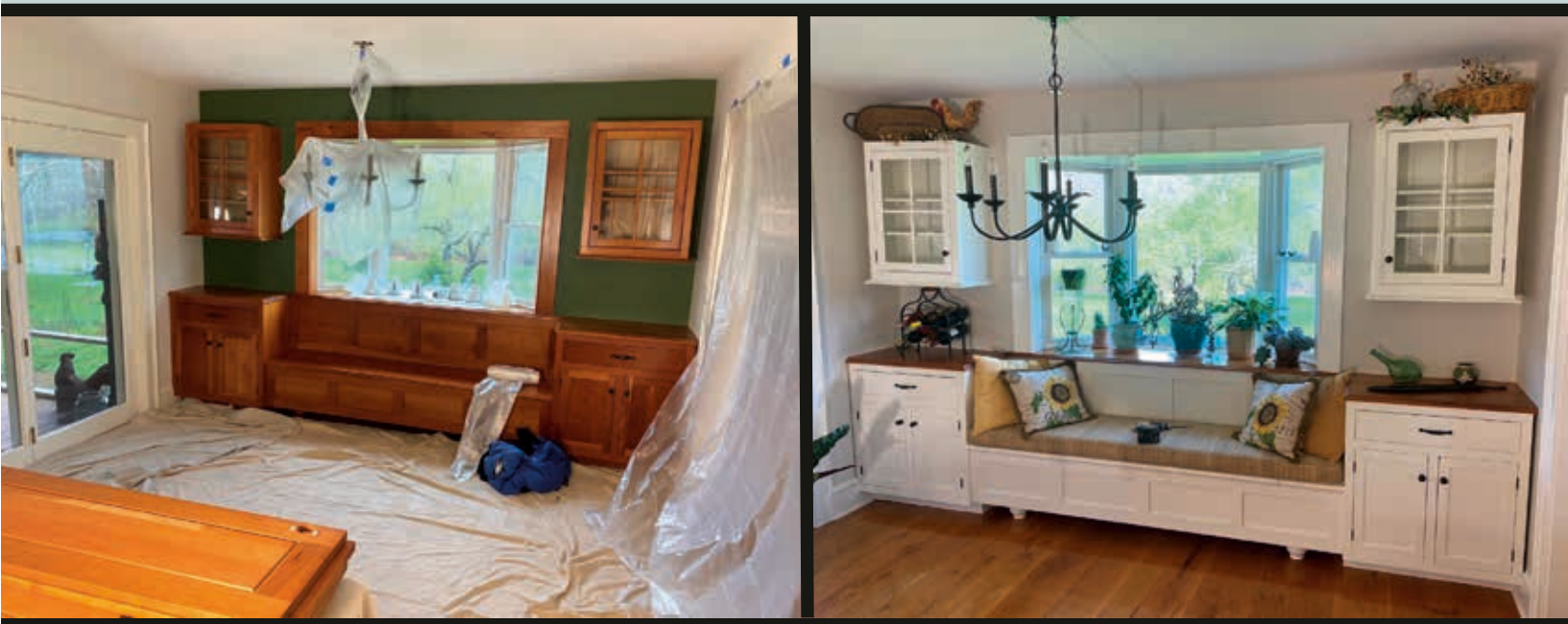
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A man in blue overalls and a white t-shirt is standing on a ladder, painting a wall. He is holding a paintbrush and a bucket of paint. The background is a light blue wall.

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A QR code that links to the company's website.

An aerial photograph of a property with a large lawn, trees, and a driveway.

THE ROOF OVER YOUR DEAL: ESSENTIAL INSIGHTS FOR REALTORS

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Roofing is a vital component of any property, and its condition can significantly impact real estate transactions. For real estate professionals, forging relationships with professional roofing contractors, understanding roofing systems, their maintenance, and signs of deterioration is essential for assisting clients, navigating potential challenges, and ensuring successful deals.

Common Roofing Issues in Real Estate

When buying or selling a property, several roofing-related issues can arise:

- **Inspection Discoveries:** Roofing problems often surface during inspections, such as leaks, missing shingles, or structural issues, which can surprise buyers and sellers.
- **Costly Repairs or Replacements:** Buyers may request extensive repairs or even roof replacements for aged or worn roofs, even if they're still functional.

- **Improper Installations:** Poorly installed roofs, such as inadequate flashing or insufficient ventilation, can lead to long-term issues and concerns during inspections.
- **Buyers' Concerns:** Roof-related issues and jargon can intimidate buyers, making them hesitant to proceed without clarity. Being aware of these potential challenges allows agents to better prepare their clients and address concerns proactively.

Symptoms of a Deteriorating Roof

Identifying roof deterioration early can save homeowners from costly repairs. Signs of damage can be found both on the roof's exterior and in the attic.

Interior & Exterior Signs

- **Water Leaks:** Stains on ceilings or walls indicate water intrusion.
- **Stained or Streaked Shingles:** Black streaks or stains indicate organic growth (algae), White/

Yellow indicate hard water mineral deposits, Brown or Red indicate rust, and uneven coloration may indicate aging shingles or a manufacturer defect.

- **Missing, Cracked, or Curling Shingles:** These signs often suggest aging or storm damage.
- **Granule Loss:** Excess granules in gutters suggest shingles are wearing out.
- **Sagging Rooflines:** A sagging roof may indicate structural issues or waterlogged decking.
- **Moss or Algae Growth:** Trapped moisture from moss can accelerate deterioration.
- **Damaged Flashing:** Cracked or loose flashing around chimneys, vents, and skylights can allow water to penetrate.

Attic Signs

- **Water Stains or Drips:** Water spots, streaks, or active drips on the attic's ceiling or walls indicate a leaky roof.



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Frozen Nails



Deteriorating Shingles



Chimney Leak



Blistering

- **Damp Insulation:** Wet or clumped insulation can point to water intrusion, which reduces insulation effectiveness.
- **Sunlight Coming Through:** If light is visible through the roof boards, it signals gaps or holes that require immediate attention.
- **Mold or Mildew:** Moisture in the attic can lead to mold or mildew, which not only damages the structure but also poses health risks.
- **Musty Odors:** Persistent dampness often results in unpleasant smells, indicating hidden moisture issues.
- **Rusty or Frozen Nails or Fasteners:** Rust on metal components may indicate ongoing moisture exposure. Frozen nails in the winter months indicate that the attic is not properly insulated or ventilated. The temperature of the attic should be +/- 20 degrees of the temperature outside.

Encouraging sellers to address these signs before listing can help avoid complications during inspections and negotiations.

Tips for Prolonging Roof Life

Proper maintenance can extend the life of a roof and



Granule Loss

minimize repair costs. Share these tips with homeowners:

- **Regular Inspections:** Homeowners should schedule annual roof inspections or check after severe storms for damage.
- **Clean Gutters:** Clearing debris from gutters and downspouts prevents water pooling and potential leaks.
- **Trim Overhanging Branches:** This reduces the risk of branches damaging the roof or contributing to moss growth.
- **Prompt Repairs:** Addressing minor issues, like missing shingles or small leaks, prevents more extensive damage.
- **Ensure Proper Ventilation:** Good attic ventilation prevents moisture buildup, reduces energy costs, and helps maintain roofing materials. Proactive care reduces surprises during inspections and adds long-term value for homeowners.

Importance of a Thorough Roof Inspection

A detailed roof inspection is critical during real estate transactions. Here's what agents should know:



Discoloration

- **Certified Inspectors:** Work with inspectors experienced in all roofing systems, including shingles, metal, and flat roofs.
- **Structural Integrity:** The inspection should include the roof's decking, underlayment, attic, and framing to ensure structural soundness.
- **Weather Damage:** Inspect for signs of storm-related issues, such as hail or wind damage.
- **Ventilation and Insulation:** Proper attic ventilation and insulation are essential for maintaining a healthy roof.
- **History of Repairs:** Identify signs of patchwork or substandard fixes that could indicate underlying problems.

A thorough inspection ensures that buyers and sellers are fully informed, preventing last-minute surprises or delays.

The High Cost of Roofing Neglect

Neglecting roof maintenance can lead to costly problems like leaks, mold, or structural damage. In real estate, these issues often surface during inspections, leading to renegotiations, reduced offers, or failed

transactions. For sellers, replacing a roof just to meet buyer demands can cause unnecessary financial strain. Offering transferable warranties or documenting recent maintenance can help alleviate these concerns.

Adding Value with Roofing Warranties

Roofing warranties provide peace of mind for buyers and sellers. A transferable warranty covering repairs or replacements ensures the buyer's investment is protected while removing pressure on sellers to replace aging roofs before listing. Promoting warranties as a selling point helps agents build trust with clients and smooth transactions.

A roof's condition is a critical factor in real estate transactions. By educating clients about roof maintenance, recognizing signs of deterioration, and encouraging professional inspections, real estate professionals can add value to their services while minimizing complications. Remember, a good roof and a bad roof can look the same from the ground. Under NO circumstances should a real estate professional inspect a roof themselves. It is important to hire an experienced professional to inspect the roof.

For more information on roofing systems and how they impact property transactions, contact Brown Roofing at 203-723-1372 or www.brownroofing.org.

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 and Middlesex Counties 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 Connecticut 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 Connecticut

Shoreline. 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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SafeGuard HOME INSPECTION

BY GEORGE GROTHEER
PHOTOGRAPHY BY
RISE VISUAL MEDIA

“Know before you buy.”

It seems like a common sense thought for anyone in the market for a new home, but for Jonathan Krompegal and the team at SafeGuard Home Inspection Ltd. in Wethersfield, it is a motto that runs deep as the company’s core philosophy.

Home inspection has long appeared to be the destination for Jonathan’s work. He has a bachelor’s degree in architecture engineering and, for as long as he can remember, he has wanted to pursue a career in something adjacent to construction. Like any engineering program, he describes his college experience as rigorous – going through structural components like steel and concrete to become well-versed in structures – houses, commercial buildings, and more. He knew he did not want to sit in front of a computer for the rest of his life and wanted to pursue something hands-on, so he joined some home inspectors whom he knew for a few ride-along experiences, and he was hooked.

With that novice experience under his belt, the process to licensing was that much easier for Jonathan to follow. The work includes



shadowing a licensed inspector for ten inspections – from there, he could have ventured out on his own – but he knew Connecticut’s houses are far less “cookie-cutter” than homes in much of the south Atlantic states or Midwest. With so many historic structures in our state varying in age, building materials, and home styles, Jonathan wanted to get as much training as possible to cover as many types of homes as he could... and did more than a hundred inspections in a year – all while taking online classes.



His coursework included supplemental information that enhanced the real-world experience he was gaining from his apprenticeships and shadowing. He learned about electrical systems, historic and modern structures, and roofing – aiming to become an expert in a wide array of subjects to be able to talk with clients about any of their concerns. Jonathan has stayed up to date with his courses – taking refresher classes

and earning several titles and certifications, including Certified Professional Inspector and Certified Residential Thermographer.

His next goal? To reach the level of Certified Master Inspector – putting him in a class of his own above the competition.

Jonathan takes pride in his work over nearly a decade to build his own brand since launching in 2017 – he enjoys the marketing aspect of creating something new and loves the fact that he can control the direction of the company through his own vision and be more hands-on with the work. He has developed close relationships with agents with whom he works on a regular basis – and is constantly seeking to broaden his base by offering presentations and specialized training with different agents of different expertise. He says agents, no matter how experienced, can run into something they have never seen before – and that is where he comes in.

When it comes to his clients, Jonathan ensures an openness in communication in every case – trying to get reports and information back to clients within twenty-four hours. He says he wants to stay in contact with those clients if they have further questions, and does not consider a job completed until the client understands every word of the report.

In the next five years, Jonathan sees his company going one of two ways: either he builds a small team to become a multi-inspection firm, or he

develops SafeGuard into a specialized inspection firm, offering unique services that other companies do not (such as mold testing, air quality testing, specialized component inspections, or other expertise of that ilk). Jonathan does not see SafeGuard growing to be a massive company with a revolving door of staff – but rather a small to medium-sized inspection

company that offers a reliable and consistent personal experience. He wants his team to be fully invested in the work they do – always involved and always available. Jonathan says for the buyer – it is important for them to understand the condition of the biggest investment they will ever make. For the seller – they should know

what they have before they list. For the realtor – their reputation is protected with a trusted home inspector who keeps clients up to date with everything about the structure in question. “Know before you buy?” Now you know Jonathan Krompegal and SafeGuard Home Inspection... and now is the time to buy.



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Lauren Rasile

TEAM TEN HOMES, WILLIAM RAVEIS REAL ESTATE

BY GEORGE GROTHEER • PHOTOGRAPHY BY RISE VISUAL MEDIA



Car repossession. Defense manufacturing. Accounting. Real estate.

She is not even thirty years old and Lauren Rasile has had more life experience than many see in sixty years.

Our rising star has only spent about two years in this industry – but she is on the fast track to success. She entered the industry at a time when interest rates were on the rise – and has never seen a “normal” market. While she found work in the aforementioned variety of fields between college and her real estate career, Rasile knew she wanted to land in a place where she could have her own business and market herself. She combined that interest with a passion for home design and a real estate investor fiancé to take her first steps into this industry.



Rasile found herself very motivated to get going when she went full-time in real estate in January of 2023. Her first client came from a previous job, and she considers herself lucky that she did not have to go looking for her first “starter” client. Rasile focused on the starting listing her now-husband found for her (a multi-family home in New Britain), made the sale, and was on her way. Now, most of Rasile’s business is referral-based, but she prides herself on her networking ability and seeks to do more of that in the future – moving beyond preexisting connections to find new clients outside her usual circles.

As is the case with many realtors early in their career, Rasile began her



work with a push to get her name into her community. As she recalls, she paid thousands of dollars for shopping cart advertising at the Big Y in Branford – and the only phone call she received was from Stop & Shop... asking her if she wanted to advertise with them, too. Rasile says the timing of her shopping cart ads was beneficial

to her career early on because she believed people in her community “needed to know” she was making a career change into something she would stay with for years to come.

At this point in her life, her friends and social circle are just beginning to venture into home buying from renting,

and Rasile is ready to feast. She says she wants to be a connection for friends and family – really emphasizing that personal connection is essential to a strong relationship between a realtor and a client. According to Rasile’s philosophy, working with investors is all about the money – no fluff, very cut-and-dry, and surface-level. Rasile wants emotion in

the transaction – as though every person with whom she works is a close friend. One of her favorite aspects of her job is getting to share in excitement with clients as they find their new homes.

From here, Rasile only sees herself moving upwards – adding tools to her belt and skills to her ledger. She wants to move into architectural design as an added business venture under her umbrella of real estate. Rasile has that passion for home design; she wants to help people design the spaces of their home once they move in. She loves designing – and picking out furniture,



“
**PERSONAL CONNECTION
IS ESSENTIAL TO A
STRONG RELATIONSHIP
BETWEEN A REALTOR
AND A CLIENT.”**

colors, and textures for home spaces. Design, she says, could come with staging homes in her role as a realtor. Beyond that, for Rasile, it is full steam ahead. She already has her sights set on many different streams of income for herself – all in the interest of providing as many services as possible for her client.

Rasile has other interests outside the office – she married her high school sweetheart last September and the two are bringing their careers into their home life by renovating a house they recently purchased in Northford. They plan to move in with their goldendoodle puppy in the coming months. Rasile says she finds the renovation project fulfilling in a new way.

“It will be a huge adjustment – but definitely a good change,” she says.

If she keeps doing what she has been doing, there will be more good changes on the way.




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HIGHLIGHTING AGENTS WHO GIVE BACK:

SHARE YOUR STORY WITH US!

BY PHYLICIA BOVA

At Real Producers, we’re committed to showcasing the incredible work of real estate professionals who not only excel in their careers but also give back to their communities and the industry. We believe that true success is about more than just business—it’s about making a difference and supporting others.

This month, we’re launching a special column to highlight the inspiring stories of agents, brokers, and vendors who are making an impact through community service, charitable efforts, and initiatives aimed at helping others in the real estate industry. Whether you’re mentoring new agents, supporting a local charity, or contributing to a community event, your efforts deserve to be recognized.

We want to share your story and celebrate the ways in which you’re giving back. By sharing these stories, we

hope to inspire others in the industry to follow your lead and strengthen the sense of unity within our community.

If you or someone you know is involved in such efforts, we would love to hear from you! Please reach out to Phylicia Bova at phylicia.bova@n2co.com to connect and have your initiative featured in this column.

Let’s inspire each other and show the power of real estate professionals working together to give back.

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ALWAYS ON: WHY 24/7 AVAILABILITY SETS TOP REAL ESTATE PROS APART

How Being Easy to Reach Builds Trust,
Closes Deals, and Grows Your Business

**Why 24/7 Availability (or
Close to It) is a Game-
Changer in Real Estate**

Real estate doesn't wait for office hours. Buyers, sellers, and agents are always on the move, and if you're slow to respond, you risk losing business to someone who isn't. Being available and easy to reach isn't just a bonus—it's an expectation. If you want to build trust, close deals, and grow your business, quick and reliable communication has to be a priority.

about showing clients you care. When you're available, clients feel like a priority. That kind of responsiveness builds confidence and loyalty, leading to repeat business and referrals.

Sellers want an agent who keeps them updated and is ready to act. Buyers appreciate quick responses and flexible scheduling. When clients know they can count on you, they're more likely to stick with you and recommend you to others.

**Why Instant
Communication Matters**

Timing is everything in real estate. Listings move fast, buyers are eager, and sellers want results. If you're not available to schedule a last-minute showing or negotiate an offer, there's a good chance that someone else is.

Today's clients don't want to wait until the next morning for answers. They're used to instant access to information, to services, and to the professionals they hire. If an agent or vendor isn't readily available, clients may assume they're not serious about the job.

Accessibility Builds Trust

Being reachable isn't just about answering calls—it's

Plus, real estate transactions can be stressful. A simple, timely response can prevent frustration, ease concerns, and keep things running smoothly.

**Stand Out by Being
Easy to Reach**

The real estate world is packed with competition. What separates top agents from the rest? Excellent service—and a big part of that is being available.

Make it easy for clients to contact you through multiple channels—phone, text, email, and even social media. If you're the agent who always responds quickly, you'll be top of mind when clients are ready to take action.



**How to Stay Available
Without Burning Out**

Being accessible doesn't mean you have to be glued to your phone 24/7. Here's how to stay responsive *without* losing your work-life balance:

- **Use Technology to Your Advantage** – Automated responses, scheduling tools, and notifications can help you manage communication efficiently.
- **Set Clear Expectations** – Let clients know when they can expect a response, so they don't feel ignored.
- **Delegate When Possible** – If you have a team, use them. If not, consider a virtual assistant or answering service to help with inquiries.

- **Outsource Support** – Call centers and appointment schedulers can ensure every call is answered, even when you're unavailable.

**The Bottom Line:
Accessibility Wins
Business**

In real estate, being easy to reach isn't just good service—it's essential. Quick, reliable communication builds trust, keeps deals moving, and sets you apart from the competition.

By making yourself accessible (without burning out), you're not just meeting client expectations—you're exceeding them. And that's how you grow a thriving real estate business.



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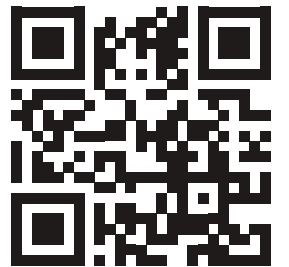
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Linda Toscano

Coldwell Banker

BY GEORGE GROTHEER
PHOTOGRAPHY BY RISE VISUAL MEDIA

Anyone who spends time working in a service industry understands the value of hard work.

Perhaps no one in this industry has worked as hard as Linda Toscano.

For Toscano, her previous work experience spanned careers in beauty, human resources, marketing, and small business ownership. She honed her service skills and climbed the ranks to become a top agent in her new field—real estate. But beyond her success in the industry, she has another passion: Gavin and Friends.

“Yes, real estate is great, and I’m a top producer, but my biggest accomplishment is the Gavin and Friends program,” says Toscano.

Toscano’s son is on the autism spectrum, and Gavin and Friends was born out of his need for care. The program focuses on cultivating independence, building life skills, and fostering social involvement for individuals with developmental disabilities. Gavin was diagnosed with autism at age two, just as Toscano was welcoming her second child, a daughter named Laila, while also navigating a divorce. Faced with uncertainty, she embarked on a mission to create a better future for her young family. Determined to become



financially independent, Toscano’s mother helped care for her two children while she took night classes in real estate—earning her license right after the 2008 market crash and securing a job with Coldwell Banker in 2009.

Toscano recalls that period as the worst time to enter the industry—especially as a single mom with young children. She says she didn’t make any money for the first two years. As her children grew older, she worked tirelessly—seven days a week—while advocating for support services to assist Gavin at home. She knew she needed to plan for his long-term care, speaking with his teachers and therapists to explore available options.

Fast forward 16 years to 2022: Toscano purchased a property in Guilford with the help of her children’s father, Kurt Popick. The unique property on Boston Street features two buildings. One is the historic April Rose building, which now houses the Gavin and Friends day program. The space includes a respite apartment, sensory room, kitchens, washer/dryer, barber chair, nail salon, and chair lifts. The second building is currently undergoing renovations and, once completed, will become Gavin’s future home. He will live there with two others, receiving 24-hour support from Sarah Tuxis, which also manages the Gavin & Friends program.

That, Toscano says, is her legacy.

“I just knew that no one was going to do it for me,” she says.



“

**A house is someone's
biggest asset—take
it seriously!”**



Being a single mom motivated her to become independent, a mindset she carried into her real estate career. Toscano says the struggles of securing a stable future for Gavin, herself, and her daughter helped shape her approach to real estate—advocating fiercely for her clients, just as she has for her son. She considers Gavin's condition a blessing, saying that the past 20 years have made her a stronger, better person. Now, she sees people creating change because of their personal experiences.



“Who else is going to do it—and have the capacity to do it?” she asks.

As a new agent, Toscano found a mentor and partner in JoAnn Stirling. She worked open houses and created marketing materials for Stirling in exchange for mentorship. Toscano credits Stirling with helping her gain confidence in the early stages of her career. The mentorship allowed her to sharpen her instincts and improve her techniques until she secured a major break—an \$800,000 listing from a direct mail insert.

Toscano brings a deep sense of family into every transaction, treating each listing as if it were her own parents' home—with the same level

of care and attention she would expect for her loved ones.

“A house is someone's biggest asset—take it seriously!” Toscano says.

And take it seriously, she has.

Toscano approaches each sale with ethics, honesty, and transparency, always prioritizing

her clients. She has completed nearly one closing per week over the past year, earning her a place among the top agents in Connecticut real estate.

Still, she has no desire to conquer the world or be number one—she simply wants to do quality work, earn enough to retire, and provide for her family.

Top-flight agent, top-flight mom.





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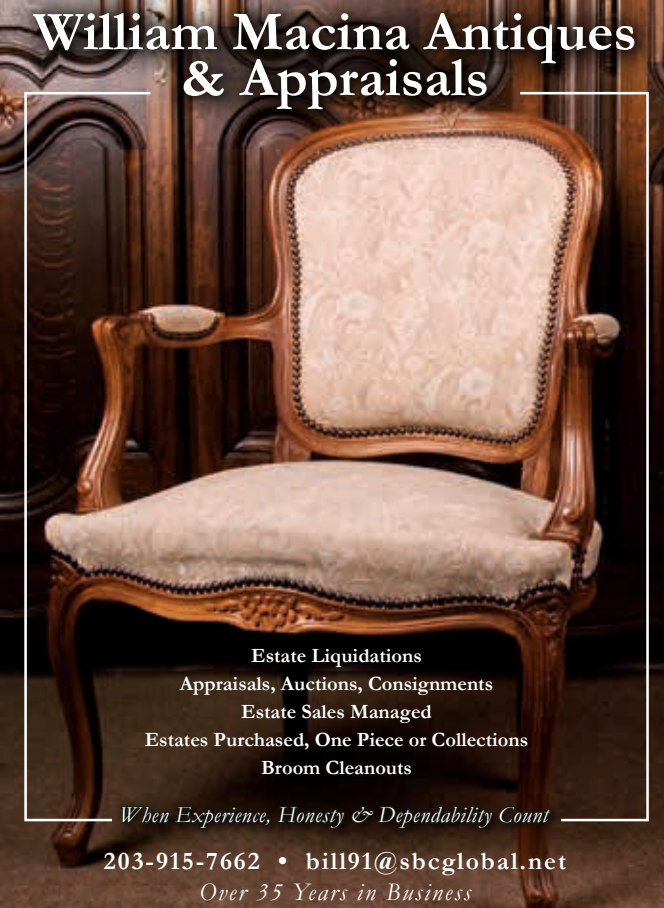
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M&V CLEANING

BY GEORGE GROTHEER • PHOTOGRAPHY BY RISE VISUAL MEDIA



CLEANING UP – AND CLEANING UP WHILE DOING IT.

Valquiria de Sales and Maria Lobo – the owners of M&V Cleaning, LLC – have over thirty years of experience in the cleaning industry- but they offer so much more than a mop and broom. They have years of service in real estate and hospitality.

M&V is a family business – started by de Sales and Lobo's mothers – who are sisters themselves. The company started decades ago, and de Sales and Lobo made the decision to

revitalize and provide a spark for M&V to cater to a new generation of clients just a few years ago. They specialize in move-in and move-out cleanings, offering high-quality residential, commercial, and post-construction cleaning services at affordable prices. They pride themselves on their team's attention to detail, saying clients can count on them to clean a property as though it were their own.

De Sales brings four years of previous experience at Berkshire Hathaway in Old Saybrook to every cleaning job with M&V – working with buyers, sellers, and realtors to develop lasting relationships that keep M&V going strong. She says her background as an agent has helped her understand what buyers are thinking walking into a home and what sellers are feeling putting their home on the market. She says this understanding is especially important for the work done by M&V. According to de Sales, having someone to trust – someone you like who delivers quality work every time – is crucial in the real estate world because referrals are an instant reflection of a company's quality of work. Her background as an agent has helped her understand what sellers are feeling by putting their home on the market. Together with Lobo, she



“

People are often anxious if their house is cluttered or if they are about to list their home. We make sure to keep our clients at ease while listening to their needs.”



has developed a familiarity with realtors across Connecticut – to the point at which a realtor can say, “just go in and do what you do, what you think is best for the property.”

Lobo and de Sales say that the idea of what is “best for the property” is essential to their work. They do not set a price for each job and do not offer exact quotes over the phone. Instead, they provide estimates and confirm a price for the client upon arrival based upon that client’s expectations – catering each scenario and cleaning job to the client’s exact needs on the day.

“People are often anxious if their house is cluttered or if they are about to list their home,” says de Sales. “We make sure to keep our clients at ease while listening to their needs.”

M&V takes it upon themselves to accomplish everything on their clients’ wish lists – meeting people face-to-face to understand the expectation of each cleaning job. If a client has specific products they use or choose for certain cleaning

projects, M&V’s team will take that into account as they go about doing the necessary job. Lobo and de Sales say cleaners must listen to clients to get a full understanding of the job. For example, they say if a realtor only needs to get a space tidied up for a showing, their service is less intense – and therefore less costly. For a final walkthrough, the cleaning is deeper – with M&V really pushing to get every surface and every crevice in top shape for everyone involved. If a space needs regular cleaning, M&V offers weekly, biweekly, and monthly services to keep a property looking pristine over longer periods of time. If it is just a one-off cleaning for a particular open house or showing, they will adjust their approach in the interest of serving their client.

“Whatever the client says is what’s done,” says de Sales.

With spring cleaning upon us – and summer vacation rentals just around the corner – it is sure to be a busy next few months for this rapidly-ascending cleaning company.





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Whether you're looking to expand your network, meet new partners, or simply enjoy a fun night with industry peers, this is the event you won't want to miss!

We can't wait to raise a glass with you at Caius Farm Brewery. Stay tuned for more details and RSVP information coming soon!

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