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MARCH 2025

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## Alex Cooley

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Agent Spotlight  
BRIAN SINKOFF



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Cover photo courtesy of Michael Gallitelli



## PROFILES



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If you are interested in nominating people for certain stories, please email us at: Wendy@RealProducersKBTeam.com

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Meet  
The  
Team



Kristin Brindley  
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Lexy Broussard  
Client Relations



Michael Gallitelli  
Photographer

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# Publisher's Note

## Welcome, New Top Agents!

March is an exciting time for *Capital Region Real Producers* as we officially unveil our 2025 Top 300 Agents list. Congratulations to the outstanding professionals whose dedication and achievements have earned them a place in this elite group! You should have received your 2025 Top 300 badge—a well-earned symbol of your success and commitment to excellence.

This year also marks a milestone for our team: it's been seven years since the launch of the Capital Region publication. What started as a single community has now expanded into seven markets nationwide with the KB Team, thanks to the incredible agents and partners who continue to support and uplift each other.

As part of this prestigious network, we invite you to connect with fellow top producers at our exclusive events throughout the year:

- **Mastermind** – March 4th
- **Luau** – June 12th
- **Mastermind** – October 21st
- **Bonus Virtual Mastermind** – Uniting all seven markets for a powerful, shared experience in July

Our events are designed to **inspire, connect, and celebrate** the remarkable professionals who define excellence in our industry.

As we step into spring, take a moment to reflect on your goals and the opportunities ahead. **Success in real estate isn't about luck—it's about strategy, resilience, and staying open to new possibilities.**

We'd love to hear from you! If you have **feature story ideas, event suggestions, or questions** about this incredible community, feel free to reach out. Here's to a fantastic **2025** and beyond—we can't wait to celebrate your success!

Cheers to an extraordinary year ahead!



**Kristin Brindley**  
Owner/Publisher  
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# FAQ



Since launching *Capital Region Real Producers* eight years ago, we've often heard the same questions. To save time, we're sharing the answers here. Remember, this publication is your voice, and our door is always open to discuss anything about our community!

**Q: Who receives this magazine?**

A: The top 300 agents in the Capital Region area. We pull the MLS numbers each year (by volume) for agents licensed in our service area, which are licensed in the Greater Capital Region. We cut off the list at number 300, and the next year's distribution is born. We did this again in January, based on the new top 300 agents in sales volume for 2024.

To nominate, send an email to [wendy@kristinbrindley.com](mailto:wendy@kristinbrindley.com) and share why you believe they should be featured. Your insights help us uncover stories we may not know about. Once a nomination is submitted, we'll reach out for an interview to ensure the feature is a great fit. If selected, our team will take it from there, coordinating an article write-up and scheduling a professional photo shoot.

**Q: What is the goal of this magazine?**

A: Real Producers is about building a stronger, more connected real estate community. We believe that when we surround ourselves with successful, like-minded individuals, we can grow to new heights. This magazine is a platform designed to bring together the top 300 real estate agents and our trusted preferred partners, fostering an exclusive and collaborative network. Each month, we share inspiring stories, celebrate successes, and promote events that connect, inform, and inspire. Our mission is to build relationships and empower growth within the real estate industry.

**Q: Does Real Producers have events?**

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

**Q: What is the process for being featured in this magazine?**

A: Being featured is simple and starts with a nomination. REALTORS®, affiliates, brokers, office leaders, and even self-nominations are welcome! If you know someone with an inspiring story, exceptional leadership, top-tier customer service, or a remarkable commitment to giving back, we'd love to hear about them.

**Q: What does it cost a Realtor/team to be featured?**

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! The only small fee you may incur would be for professional lifestyle photos for the article.

**Q: Who are the Preferred Partners?**

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every magazine issue, attend our events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.

**Q: How can I refer a Preferred Partner?**

A: If you know and want to recommend a local business that works with top Realtors, let us know!



CAPITAL REGION

RP

2025

BY THE NUMBERS

WHAT CAPITAL REGION'S TOP 300 AGENTS SOLD

18,563



TOTAL  
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TOTAL  
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VOLUME



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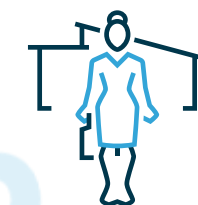
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8,976



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SALES VOLUME  
PER AGENT

\$6.8M



AVERAGE  
TRANSACTIONS  
PER AGENT

18.56



# THE IMPORTANCE OF TAX DESIGNATION FOR CORPORATIONS IN NEW YORK STATE

BY ERIN P. DELANCEY, ESQ.

Choosing the right tax designation is a crucial decision for any corporation operating in New York State (NYS). The tax status a business selects impacts its financial health, regulatory obligations, and overall sustainability. Understanding the available options and their implications can help corporations maximize benefits and ensure compliance with state and federal tax laws.

One of the primary considerations for corporations in NYS is whether to elect C-corporation or S-corporation status. A C-corporation is subject to double taxation, meaning the corporation itself is taxed on its earnings, and shareholders are taxed on dividends received. This structure may be advantageous for larger corporations seeking to reinvest profits or attract investors. On the other hand, an S-corporation allows profits and losses to pass through directly to shareholders, avoiding corporate-level taxation. This structure benefits smaller businesses by reducing the overall tax burden.

Another vital designation is the Limited Liability Company (LLC) tax classification. LLCs in New York have the flexibility to be taxed as sole proprietorships, partnerships, S-corporations, or C-corporations, depending on their structure and operational goals. This flexibility allows businesses to choose a tax strategy that aligns with their financial and operational needs.

Additionally, NYS imposes unique tax obligations, such as franchise taxes and minimum annual fees, depending on the business structure. Understanding these requirements helps corporations avoid penalties and optimize their financial strategy.

In conclusion, selecting the appropriate tax designation is a fundamental step in business planning. Proper classification ensures compliance with NYS regulations while optimizing tax advantages, ultimately contributing to the corporation's growth and long-term success.



Erin P. Delancey is a practicing attorney and a published author with a strong background in real estate law. She graduated from the Roger Williams School of Law in 2016 and was admitted to the Bar in 2017. Erin specializes in residential and commercial real estate as a member of the boutique law firm Rohan & Delancey, PC, located in Albany, New York.

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# GREGG DAY

## ARNOFF MOVING & STORAGE

A Powerhouse in Driving Growth

BY GEORGE  
PAUL THOMAS  
PHOTO BY  
MICHAEL  
GALLITELLI

Few professionals in the moving and storage industry have a reputation as strong as Gregg Day. With over 40 years of experience, he has seen every side of the business—from working as a mover and

driver to building and running his own successful moving company. His expertise in sales, client relationships, and operations has made him one of the most well-known names in the field.

But what brought him to Arnoff Moving & Storage? The answer is legacy, growth, and opportunity.

“I knew Arnoff’s name long before I ever worked here,” Gregg says. “This company has a 100-year reputation built on family, quality, and trust. When Dan and his family asked me to come on board, I knew it was a rare opportunity.”

Now, Gregg is playing a key role in Arnoff’s future, helping the fifth generation expand the company into new regions and push its sales strategy to new heights.

### The Legacy of Arnoff

Gregg’s arrival at Arnoff wasn’t just about taking on a new role but about becoming part of a company with a deep-rooted history.

Arnoff Moving & Storage is not just another moving company—it’s a century-old family business built on hard work, adaptability, and a commitment to excellence.

It all started with a single truck and a simple favor. In the early 1900s, Abraham Arnoff and his son, Lou, were dairy farmers in Lakeville, Connecticut. One day, a friend who managed a wealthy family’s estate asked if they could use their truck to move furniture between properties.

That favor changed their lives.

Word spread quickly, and soon, Abraham and Lou found themselves fielding requests from estate managers throughout Connecticut and New York. By the time they realized that moving fine furniture was more lucrative than dairy farming, it was clear that their future wasn’t in cows. It was used to transport high-value goods for high-value clients.

As the company grew, so did its reputation for careful handling, discretion, and precision. Wealthy families relied on them for moving and special projects—retrieving artwork from ports in New York, transporting valuable antiques from Park Avenue to summer homes, and ensuring every item arrived in pristine condition.

By the late 1950s, Lou’s son, Richard Arnoff, was ready to join the business. But Lou, a tough businessman, believed in earning success, not inheriting it. He forced Richard to work for another moving company in Westchester County, New York, before allowing him to return.

That experience proved invaluable. A few years later, Richard returned, purchased the company from his father, and took it to new heights. With his wife, Phyllis Arnoff, managing operations as Executive Vice President, Richard focused on growth and expansion, establishing Arnoff as a multi-generational business.

During the 1980s, Mike and Marc, Richard’s sons, joined the company to oversee key company operations and further grow the company. Presently, the fifth generation—Dan, Craig, and Nic Arnoff—is leading the company into its next era of growth.

With over 250 employees, 150 trucks, and more than a million square feet of warehouse space, Arnoff has helped over half a million families move.

Through it all, the company’s mission remains the same:

“Let Our Family Move Your Family.”



### A Defining Connection

That mission drew Gregg in. But his connection to Arnoff runs deeper than its reputation—it began nearly two decades earlier when he met Dan Arnoff in Washington, D.C.

At the time, Dan was a college student at George Washington University, looking for a summer job. While many of his classmates opted for internships in offices, Dan took a job at Victory Van Corp in Alexandria, Virginia—a highly competitive moving company where Gregg was already an established leader in sales.

From the moment they met, Gregg became more than just a colleague—he became a mentor.







"I'll never forget my first day," Dan recalls. "Gregg and another sales guy took me out to lunch. That was when I got my first real look at how the moving business worked."

The two bonded over sales, strategy, and sushi—with Gregg often picking up the tab for the young, broke college intern.

Over the next 18 years, they stayed in touch.

So when Arnoff's longtime Vice President of Sales, Dave Feldman, retired after 38 years, Dan immediately thought of Gregg.



"I didn't even know if he'd entertain the idea," Dan admits. "Gregg had built a hugely successful company in D.C. I thought he'd turn me down."

#### The Move to Arnoff

For years, Gregg had built a reputation as one of the best salespeople in the industry.

He had launched one of the most successful moving companies in Washington, D.C., a market known for its fierce competition. But running a business came with sleepless nights, endless logistics, and constant pressure.

"I was waking up at 2 AM worrying about labor, trucks, and schedules," Gregg says. "It got overwhelming."

So when Arnoff came calling, he listened.

"I've seen a lot of fourth and fifth-generation companies shrink or sell off, but Arnoff was doing the opposite," Gregg says. "They were expanding, buying new facilities, and thinking about the future. That excited me."

He made the leap—selling his company and joining Arnoff as Vice President of Sales.

#### The Present & Future

Since joining Arnoff, Gregg has played a pivotal role in expanding the company's reach,

hiring three new salespeople, strengthening relationships with real estate professionals, and driving some of the company's largest expansion efforts.

"Dave Feldman left behind an incredible foundation," Dan says. "Gregg has already built on that in ways that have exceeded expectations."

Now, Arnoff is in the process of acquiring a moving company in Syracuse, which is a key step in its growth strategy.

"Most family companies at this stage are looking to sell," Gregg notes. "Arnoff is growing. That's rare."

Looking ahead, his goal for the next five to ten years is ambitious but clear: "Double the business."

With plans for new locations, larger warehouses, and an expanded sales force, Arnoff is positioning itself for another 100 years of success.

#### A Career Comes Full Circle

From hearing about Arnoff as a young mover in New Jersey to mentoring Dan in Washington, D.C., to now playing a critical role in the company's expansion, Gregg's journey is proof that great companies attract great talent.

At his core, Gregg is a true salesperson, and that passion ultimately led him to Arnoff.

"Salespeople thrive on the thrill of making deals," Dan says. "Gregg lives and breathes sales—it's who he is."

For Gregg, joining Arnoff wasn't just a career move. It was a chance to be part of something bigger.

"I've never seen a fifth-generation company in growth mode,"



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he says. "This is a once-in-a-lifetime opportunity."

With Gregg's leadership, Dan's vision, and the Arnoff family's legacy, the company's future is brighter than ever.

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# Brian SINKOFF

RELENTLESS COMMITMENT TO EXCELLENCE

BY GEORGE PAUL THOMAS • PHOTOS BY MICHAEL GALLITELLI

For nearly two decades, Brian Sinkoff was a familiar voice and face in sports broadcasting, covering everything from high school championships to professional sports. But in 2011, when his radio career came to an unexpected halt, he faced a pivotal decision: stay in the media world or take control of his destiny. He chose the latter, launching a second career in real estate—one where his communication skills,

charisma, and deep connection to the Capital Region would help him build a thriving business focused on trust, integrity, and people-first service.

**A Career Reinvention**

Brian’s journey to real estate wasn’t a traditional one. Born in Washington, DC, and raised in Silver Spring, Maryland, he pursued a degree in Speech Communications at the University of

Maryland, leading him to a broadcasting career. He worked in multiple markets across the East Coast, from Maryland to West Virginia to Pennsylvania to Virginia, before settling in the Capital Region in 2005. Locals may remember him best as the Sports Director at WTEN-TV or the host of Sound-off with Sinkoff on ESPN Radio - which aired from 2008 until the fall of 2011.

However, despite ranking #1 among men ages 25-54, his show was canceled in 2011 as the station shifted directions. That moment, though initially unsettling, turned out to be a blessing in disguise. “I had spent my career covering everyone else’s life—I wanted to start living my own,” Brian recalls. The always-on nature of the news industry had taken its toll, and he was ready for a change.

With a strong network of connections from his broadcasting days, Brian realized he could apply his storytelling, negotiation, and communication skills to real estate. He wanted a career where hard work translated directly to success and where he could make a meaningful impact on people’s lives.

**From Storytelling to Selling Homes**  
Since earning his real estate license in late 2011, Brian has established himself as a trusted name in the Capital Region market. He spent over a decade growing his expertise before taking the ultimate leap: opening his own brokerage, Sinkoff Realty Group, in July 2023.

Now serving as the Principal Broker/Owner, Brian leads a team of nine agents who share his commitment to transparency, integrity, and client-first service. His results speak for themselves—Brian has closed over 300 transactions with a total volume of over \$100 million. In the past year alone, he closed 18 transactions totaling over \$6 million, and he’s on track for even bigger numbers this year. “The Sinkoff Realty Group has grown tremendously over the last 3 months, and I think the growth can be attributed to simply finding the right people who share my vision,” Brian explained.





Beyond the numbers, Brian measures success in the relationships he builds. “Real estate is about more than buying and selling houses—it’s about guiding people through life-changing moments,” he explains. “Helping a young couple buy their first home or a family relocate for a new opportunity—that’s what makes this job so fulfilling.”

This dedication has earned Brian significant recognition, including being named a “Top 5” Realtor in the Capital Region by the Times Union in 2022, 2023, and this year (2025). He’s also a 12-time “Breakfast of Champions” award winner, a distinction given to the area’s top 10% of realtors.

Brian’s approach to real estate is refreshingly direct. “I tell it like it is,” he says. “My clients trust me because they know I’ll always give them honest advice, even if it’s not what they want to hear. I treat every transaction as if it were my own.”

His background in broadcasting also gives him an edge. He knows how to connect with people, deliver complex information clearly, and build trust—all critical skills in real estate. “In both fields, you must keep people engaged and ensure they understand what’s happening,” Brian explains. “Whether it’s explaining market trends or breaking down an offer, communication is everything.”

He also thrives on the competitive nature of real estate. “Much like in sports, success in real estate is about preparation, strategy, and execution. Every negotiation, every deal—it’s like a game, and I love the challenge.”

### Beyond Real Estate

Away from work, Brian is a devoted family man. He lives in Delmar with his wife, Francine, and their son, Zachary,



a junior at Bethlehem Central High School. A recent change in his personal life has made this year extra special—his mother, Margie, recently relocated to the Capital Region, marking the first time they’ve lived in the same city since 1998. “Having my mom close to my family is truly amazing! She is the only member of our family within 3 hours of us.”

The Sinkoff family loves exploring Capital Region restaurants, attending stand-up comedy shows, and supporting local sports teams like the ValleyCats, Siena and UAlbany basketball, and Union and RPI hockey.

Brian is also deeply involved in his community. He serves on the Board of Trustees at Congregation Beth Emeth in Albany, volunteers at a local soup kitchen, and sponsors various charitable events.

**“IF YOU STAY AUTHENTIC, ADAPTABLE, AND FOCUSED ON PEOPLE, SUCCESS WILL FOLLOW.”**

Fitness is another passion—Brian works out 4-5 times a week at Metabolic and says he hasn’t been in this good of shape since his high school wrestling days. And while he no longer covers sports for a living, he still enjoys talking about them on social media.



And here are a few things about Brian you might not know—Brian is a huge zombie movie fan. His all-time favorite? George Romero’s 1978 classic, “Dawn of the Dead.” In fact, he knew his wife was “the one” when she agreed to watch it with him on one of their first dates. Brian is also a huge Beastie Boys fan. He has seen them in concert over 50 times. He followed them up and down the east coast from 1997 until 2004. “The Beasties had a huge impact on my life, from fashion to attitude and gratitude,” Brian said.

### Looking Ahead

As Brian looks to the future, his goal is to make Sinkoff Realty Group the most trusted, recognized brokerage in the Capital Region. He envisions a firm built on honesty, professionalism, and an unwavering commitment to clients.

“Real estate isn’t just about transactions—it’s about relationships,” he says. “If you stay authentic, adaptable, and focused on people, success will follow.”

For aspiring agents, Brian offers this advice. “Build your reputation on integrity. Never stop learning. Find a great mentor. The first six months in real estate are tough,” he admits. “But if you can push through, you’ll come out stronger. That’s why having the right people around you from day one is so important.”



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BY GEORGE PAUL THOMAS  
PHOTOS BY MICHAEL GALLITELLI

# Alex COOLEY

In the ever-evolving world of real estate, Alex Cooley has carved out a space where trust meets expertise, and passion fuels results. Known for his honesty, dedication, and knowledge, Alex is more than a REALTOR®; he is a partner in his clients' journeys. Operating under the Compass banner, he has built a career rooted in the values of hard work and genuine care, qualities that resonate deeply with his clients in The Capital Region. From navigating complex transactions to building lasting relationships, Alex approaches every challenge with the confidence and commitment of a true professional.

**Roots and Triumphs**  
Alex's story begins in Saratoga Springs, a town he's proud to call his lifelong home. "I've lived in Wilton and Saratoga Springs my entire life until my partner and I bought our home in Latham," he shares, his voice carrying a fond nostalgia for the area. These deep-rooted connections have given Alex a nuanced understanding of the community, a quality that has been instrumental in his real estate career.

Alex's academic journey highlights his focus on personal growth and real-world experience. In high school, he challenged himself with AP classes and envisioned a future as a Spanish teacher. While attending SUNY Adirondack (SUNYACC), he discovered a stronger passion for hands-on learning and made the decision to leave college early to pursue work

opportunities. "I've always believed that experience is the best teacher," he explains with conviction. His early career in sales and banking provided a strong foundation for his eventual foray into real estate. "Working at Best Buy taught me the importance of building relationships with customers, and my time in banking gave me invaluable

insights into the financial aspects of homeownership," Alex recalls. But it was his role as an office administrator at a real estate brokerage that became the turning point. "That position was the golden key," he says. "I'm honored to say I was able to work alongside some of the top Realtors in our area, learning from them and soaking up knowledge that set the stage for my success."

DRIVEN BY ETHICS,  
POWERED BY KNOWLEDGE,  
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In 2015, Alex officially stepped into the world of real estate. Encouraged by colleagues who saw his potential, he quickly proved that their faith was well-placed. “I’ve never looked back,” he says with a smile.

#### Leading the Charge

As the team leader of the Northway Team at Compass, Alex Cooley is slowly creating a powerhouse group of professionals united by a shared vision of excellence. The team’s name, inspired by the iconic I-87—fondly referred to as “The Northway”—reflects their local expertise and commitment to guiding clients to their dream homes.

“We’ve honestly built a team that feels more like

a family,” Alex shares. “From Monika Cronin’s expertise in luxury homes and equine properties to Ashley Jameson’s dedication to first-time buyers and investors, every member brings something unique to the table.” Regular team dinners help strengthen their bond, creating a collaborative environment where everyone thrives.

Alex’s professional accolades speak volumes about his dedication to the craft. He holds the Military Relocation Professional (MRP) designation, a testament to his commitment to serving veterans and active-duty service members. Additionally, he was one of the last few Realtors in the country to earn the Certified

New Home Sales Professional (CSP) designation, showcasing his proficiency in new construction sales.

Last year, Alex’s individual efforts led to a total sales volume of under \$12 million. As a team, the Northway Team assisted 87 families and achieved nearly \$28 million in sales. “Our success is a reflection of the trust our clients place in us and the dedication we bring to every transaction,” Alex emphasizes. For 2025, he is on track to surpass these milestones, further cementing his status as a leader in the industry.

#### Up-Close and Personal

Outside of real estate, Alex’s life is rich with family, adventure, and heartfelt connections. Coming from a large Italian family based in Schenectady County, “I grew up surrounded by love, support, and lots of food,” Alex fondly recalls. Today, he shares his life with his partner, Will, and their three spirited dogs: Jolene, Gloria, and Mia. “Real estate demands long hours, but having a partner who understands and supports me truly makes all the difference,” Alex says.

Travel is one of Alex’s greatest passions. In the past three years, he and Will have embarked on adventures to destinations like Brazil, Italy, London, and Ibiza. “Traveling is more than just seeing new places; it’s about gaining new perspectives and creating unforgettable memories,” he explains. With trips to Greece, Scotland, and Ireland planned for 2025, the couple’s wanderlust shows no signs of slowing down.

“Be true to yourself and always act with integrity. Real estate isn’t about selling houses; it’s about guiding clients through one of the most important decisions of their lives. Always focus on their goals, and success will follow.”

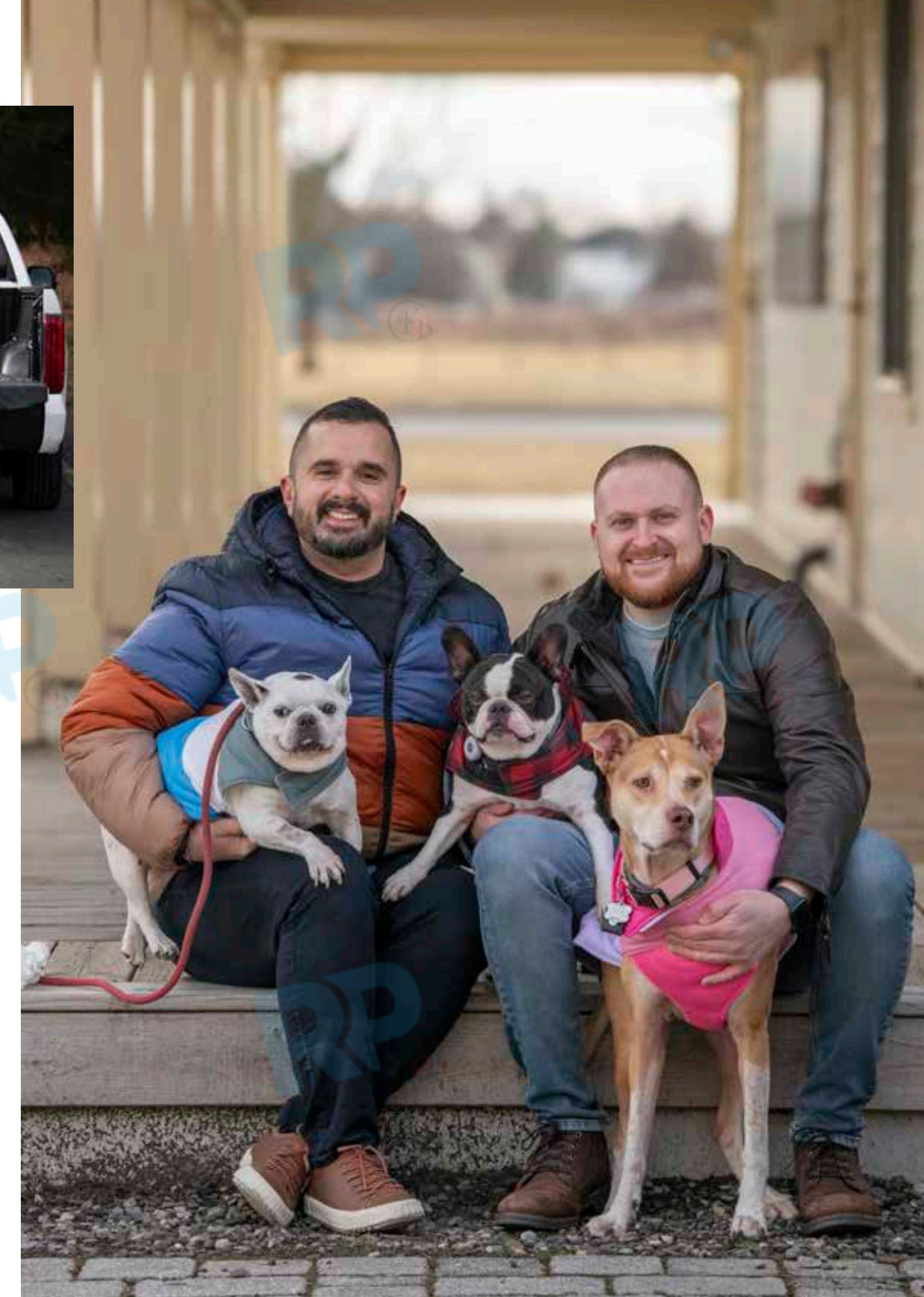


When he’s not exploring the world, Alex finds joy in simple pleasures. “A quiet night in with Will and the dogs is my idea of bliss,” he says. An avid learner, Alex is also expanding his language skills by studying Portuguese to better connect with Will’s family in Brazil.

#### Looking Forward

For Alex Cooley, real estate is more than a career—it’s a calling. His favorite quote by Albert Einstein, “Try not to become a man of success, but rather become a man of value,” perfectly encapsulates his philosophy. “It’s about building relationships, earning trust, and making a lasting impact on my clients’ lives,” he says.

In the coming years, Alex has ambitious goals for both his personal and professional life. “In the next 3 to 5 years, I’d love to start a family and have one or two kids,” he shares. Professionally, he is actively looking to recruit new agents for the Northway Team, constantly searching for others who share his commitment to excellence and client care. “Bringing



Compass to the Capital Region was without a doubt the best move our team ever made for our business,” Alex says. “The cutting-edge technology and extensive resources provided by Compass, combined with a nationwide network of thousands of realtors, enabled us to build valuable

referral partnerships and continually educate ourselves. This ensures we can better serve our clients and stay ahead in the ever-evolving real estate industry.”

Alex’s advice for aspiring top producers is rooted in authenticity and ethics.

“Be true to yourself and always act with integrity,” he advises. “Real estate isn’t about selling houses; it’s about guiding clients through one of the most important decisions of their lives. Always focus on their goals, and success will follow.”



# CAPITAL REGION REAL PRODUCERS' FEBRUARY MAGAZINE PARTY

February 4, 2025

Day to Remember: *Capital Region Real Producers Magazine Party*

The recent *Capital Region Real Producers Magazine Party* was nothing short of extraordinary! Hosted at the beautiful listing provided by Sterling Real Estate Group, this daytime event was a perfect blend of elegance, community, and celebration. Our heartfelt thanks goes out to those in attendance—your presence brought this event to life, making it truly unforgettable!

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The talented Michael Galletelli, whose photography showcases every detail, beautifully captured the day's special moments.

We hope this event provided valuable opportunities for meaningful connections among top-producing agents, industry leaders, and professionals. Your ongoing support makes these events so impactful!



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Daniel S. Glaser joined the Herzog Law Firm in January 2020 after spending 11 years managing his own law firm. Daniel concentrates his practice on residential and commercial real estate representing buyers, sellers, and lenders. Daniel has a unique ability to keep everyone calm in stressful situations and believes this helps keep many transactions proceeding smoothly toward the closing table. Daniel understands that purchasing and selling real estate is one of the biggest transactions that clients will embark upon, and he is honored to guide them through every step of the way.

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