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Partner Spotlight
**BAILEY TUTHILL
OF FAIRWORLD
MORTGAGE**

Agent to Watch
ANTHONY CALI

Event Recap
**GOLD COAST
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Are *You* Forgetting this?!

In this business, one lesson shows up again and again. Real estate runs on people. Homes matter, yet relationships drive the results. The conversations you have, the trust you build, and the network you surround yourself with shape the direction of your career. Everyone agrees networking holds value. Still, between showings, inspections, contracts, and the everyday pace of the job, building those relationships often slips down the list. The agents who continue to rise stand out for one reason. They invest in people as much as they invest in transactions.

It often feels like everyone competes for the same opportunities. The truth looks different. When agents maintain strong relationships with one another, the entire community benefits. Referrals move between trusted colleagues. Co listings take shape. Word travels about off market opportunities before the public ever sees them. A strong network also solves everyday problems. You always know the contractor who answers the phone. Those connections make the work smoother and often lead to the next deal.

Online connections serve a purpose, yet nothing replaces face to face interaction. That is why gatherings like our winter event hold real value. The food and drinks made the night enjoyable, yet the real impact came from the conversations in the room. New relationships started. Existing ones grew

stronger. Each handshake added another layer of trust within the community. Trust remains one of the most powerful currencies in real estate.

Networking works best when the intention stays simple. It does not revolve around collecting business cards or stacking LinkedIn connections. It starts with a better question. Ask yourself, "Who can I help today?" Agents who bring value to others stand out quickly. People remember those moments, and those connections often turn into long term business relationships.

As the year moves forward, place real focus on the relationships around you. A strong network improves your business and strengthens the entire community. It also makes the work far more enjoyable. Get out, connect with people, and build relationships with intention. Keep an eye out for our next event this spring. I look forward to seeing many of you there.



See you soon!
Sam Kantrow, Publisher

GOLD COAST

RP

2025

BY THE NUMBERS

Here's what the top 500 Gold Coast agents sold

12,157,379,438 Billion



TOTAL SALES VOLUME

9,500

**TOTAL TRANSACTIONS
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**AVERAGE SALES VOLUME
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What Is Real Producers?

BY SAM KANTROW

It is a privilege to introduce **Gold Coast Real Producers to Fairfield County** and to celebrate the exceptional contributions you bring to this market. I grew up here and spent 14 years in television and media. Showcasing your achievements, building stronger connections, and honoring your commitment to clients energizes me. Real Producers began in 2015 in Indianapolis and now spans 130 plus markets across the U.S. The community thrives where top agents and trusted partners connect with purpose. As we launch on the Gold Coast, my promise is simple. Build community. Spotlight excellence. Elevate relationships.

New Haven and Middlesex Real Producers launched in Spring 2024. Since then we have hosted multiple packed events, featured dozens of agents, and earned bragging rights as the most successful Real Producers magazine in the country. We bring that momentum to Fairfield County.

In the months ahead, our team will interview many of you for upcoming features. We will celebrate your wins at events, share tools and introductions that drive growth, and represent your collective passion for this industry.

Quick Facts:

DISTRIBUTION

This magazine goes to the top 500 agents in Fairfield County each month. Selection is based on compiled MLS data from the last year. If you receive a hard copy, you rank within the top 5 percent.

CONTENT

This publication revolves around **you**, the Fairfield County real estate community. We share personal, distinctive stories from top producers and our Preferred Partners.

We **sell nothing to agents**. Features are **free**. Agents appear by nomination from a peer, leader, or influencer. Send nominations for those making a meaningful impact in our market.

PREFERRED PARTNERS

Preferred Partners listed in the index are vetted members of this community. They appear in every issue, attend our private events, and engage in our online groups.

We invite businesses by member recommendation only. The goal is simple, equip you with reliable resources so your clients receive excellent service every time.

EVENTS

Alongside the monthly magazine, we host social and educational events all year. We unite top performers, strengthen local ties, and have a good time. Event details will publish here and in our email updates.

CONTRIBUTION

Want to contribute, nominate REALTORS® for features, recommend elite affiliate partners, or learn more? Reach out to me anytime. I look forward to meeting every one of you.

Thank you to our Preferred Partners for their belief and early support. Your commitment brings *Gold Coast Real Producers* to life and sets the stage for sustained growth.

As we head into November, I wish you a strong finish to the year and a season filled with progress and community.

I appreciate you, and I look forward to seeing you at our launch party soon.

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SPRING Ahead OF THE COMPETITION

How PRE-LISTING INSPECTIONS Prevent CANCELLED CONTRACTS

BY THE MIRANDA TEAM: PILLAR TO POST

With the spring real estate market upon us, agents are seeing a surge of activity across Connecticut. There is a long list of tasks sellers need to have completed before putting their home on the market, such as decluttering, deep cleaning, and repairs. However, are your clients truly ready for the spring market? A pre-listing inspection, also known as a market-ready inspection, is a powerful tool that can help sellers maximize their home's value, minimize surprises during negotiations, and help ensure a smoother, more successful transaction this spring. Having clients complete market-ready inspections before putting their home on the market will not only give the clients an in-depth view of their home but will also help set realistic expectations, which will eliminate future headaches.

For real estate agents, recommending a market-ready inspection is a strategic move that directly contributes to maximizing a seller's home value. By identifying and addressing potential issues upfront, sellers can make necessary repairs or improvements before listing their home, potentially increasing their home's curb appeal and market price. A market-ready inspection goes beyond the inspection report; this proactive approach allows realtors to confidently market a well-maintained home, attracting more qualified buyers, and justifying a higher asking price. Ultimately, a market-ready inspection empowers agents to showcase a property's true potential and secure a more profitable sale for their client.

Minimizing surprises during negotiations is another significant advantage of market-ready inspections for realtors. Discovering hidden problems during the buyer's inspection can lead to renegotiations, price reductions, and even contract

cancellations. In July 2025, the National Association of Realtors (NAR) published an article titled "Agents Turn to Pre-Listing Inspections to Prevent Canceled Contracts," which included figures from both Redfin and the REALTORS Confidence Index that showed that cancelled contracts were up by 6-15% nationwide by May 2025 (NAR 2025). The article continues by stating "(Pre-listing inspections) help (sellers) avoid surprises like a costly plumbing problem, a failing roof, or an outdated electrical panel that could cause financially stretched buyers to bolt before closing (NAR 2025). By conducting a market-ready inspection, realtors gain a comprehensive understanding of a property's condition, enabling them to anticipate potential concerns and address them proactively. This transparency builds trust with potential buyers and streamlines the negotiation process, reducing the likelihood of unexpected setbacks and keeping the deal on track.



A market-ready inspection is instrumental in ensuring a smoother, more successful transaction for everyone involved. By providing a clear picture of the property's condition from the beginning, it minimizes potential conflicts and delays. Realtors can use the inspection report to proactively address concerns and provide buyers with the confidence they need to proceed with the purchase. This proactive approach fosters a more transparent and efficient transaction, leading to the likelihood of a successful closing and satisfied clients on both sides of the deal.

Sellers conducting market-ready inspections before their homes go on the market not only helps them have a detailed view of their home but also helps create confidence for themselves and potential buyers. Along with this, having a trusted home inspection company, like The Miranda Team: Pillar to Post Home Inspectors, ensures the seller is aware of the condition of the items in their home, any safety concerns, and has the most up-to-date technology available to make the process as seamless as possible. Don't miss out on this incredible opportunity to have your clients be successful during the spring market and beyond!





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ANTHONY Cali



From WWE to RE

Anthony Cali didn't stumble into real estate because it looked trendy or because someone promised quick commissions. He arrived here the way the best agents often do, through experience, reinvention, and a genuine desire to help people navigate one of the biggest decisions they'll make in their lifetime. With a background that spans global publishing, brand storytelling, and high-pressure creative leadership, Anthony has built his real estate career on something that can't be faked: hustle, heart, and integrity.

Today, Anthony is an agent with Preston Gray Real Estate in Shelton, Connecticut, and while he's relatively new to the industry, his professional journey reads like a highlight reel.

"Ironically, the reason I know so much about magazines is that's where I started," Anthony says.

Right out of college, he landed a job at WWE, back when it was still WWF.

He began in consumer products, but quickly worked his way into the publications department. Before he was even hired full-time, his stories were already being published in a national magazine with global distribution, including Europe and Japan. By his 21st birthday, he was officially on staff, and for five years, he lived a dream many writers (and pro wrestling fans) only imagine.

Anthony traveled weekly with Raw and SmackDown!, attended pay-per-views, interviewed talent, and wrote features for both the magazine and the website—during a time when social media was only beginning to take shape. He was, in every sense, a storyteller in motion, capturing the personalities and energy

of an entertainment world that never slowed down. He met legends like Hulk Hogan, The Rock, Stone Cold Steve Austin, John Cena, and The Undertaker.

In 2005, he transitioned into copywriting, first taking a role with IBM—valuable, but not exactly as thrilling as he was used to. After two years, he found his way to agency life, where his creative voice could stretch and sharpen. He joined Ryan Partnership in Wilton, Connecticut, where he spent eight years working his way up to Associate Creative Director.

There, Anthony wrote globally recognized taglines and brand work that lived everywhere—on bar mats, neon signs, radio spots, promotional campaigns, and in markets around the world.

“Real estate is about guiding people through one of the biggest decisions of their lives.”

— Anthony Cali



Spirits became a major focus, with Bacardi USA as one of the agency's largest clients. The work came with constant creativity, major travel, and yes, a memorable amount of free product. He traveled to Cognac, France, helped launch D'Ussé Cognac, and even had the opportunity to work with Jay-Z as part of the brand's early promotion. He also traveled to Scotland and wrote scripts for the Master Distiller for Dewar's Scotch.

It was an exciting, fast-moving career built on ideas and execution.

From there, Anthony moved into sports marketing in New York City with Genesco Sports, where he worked with major national brands like Pepsi, Little Caesars, Papa John's, and Miller Coors. He wrote and directed a national TV spot with NASCAR driver Chase Elliott, worked on NFL player campaigns for Pepsi, and built a portfolio filled with experiences most people only see on television.

Eventually, he went client-side with Edgewell Personal



Outside of real estate, Anthony's favorite role is being dad.

Care, a company based in Shelton that owns well-known brands like Schick, Hawaiian Tropic, Banana Boat, Skintimate, and more. Anthony was hired as the first writer on staff, and soon an entire internal creative team was built around him. His work included launching direct-to-consumer websites from scratch, creating campaigns that allowed customers to buy products directly and cut out the middleman. He also wrote the company's tagline and copy for a billboard that until recently could be seen off I-95 in Milford.

And then, in October 2023, everything changed.

AI was reshaping the creative industry rapidly, and layoffs hit. Anthony, along with other writers and designers, was let go. He did what most professionals do in that moment—he searched relentlessly for his next step.

He applied for over 600 jobs, tracking every application in a spreadsheet, but landed only four interviews. Even when he made it to the second round, completed writing tests, and went far beyond what most candidates would do, he was ghosted.

Not rejected. Ghosted.

At some point, Anthony realized what many creatives are quietly facing: the career he built might no longer exist in the same way it once did.

So he pivoted.

People had always told Anthony he'd be good in real estate. He's outgoing.

He's personable. He's quick to connect. In marketing, that can sometimes be a double-edged sword. In real estate, it's an asset—especially when paired with professionalism and trust. Plus, having bought and sold 6 houses since his mid-20s, Anthony had a pretty decent idea about houses and the real estate process.

He reached out to Marissa Papa at Preston Gray Real Estate, the agent/broker who had helped him buy his own home in Shelton. She pointed him toward the licensing process, and at first, he almost missed the deadline—until it was mysteriously extended by a week.

“The universe is telling me something,” he thought.



From his first class, he was hooked. Anthony didn't just complete the coursework—he devoured it. He read the textbooks twice, participated constantly, and committed to understanding the business from the inside out. He fell in love with the process, the knowledge, and the opportunity to guide people through something real. And above all else, the one thing his instructor Barbara Coleman instilled in him was, “Always do things the right way. And always be 100% truthful, even if the truth hurts.”

When choosing a brokerage, he interviewed multiple firms, but Preston Gray was always his first choice. What drew him in wasn't flashy promises—it was authenticity. He saw through the places that guaranteed easy money, and instead aligned with a smaller, relationship-driven office where character matters.

“At Preston Gray, Marissa doesn't just let anyone come on,” he explains. “She's



particular. If you're honest and you're a stand-up person, you make the cut."

In the beginning, Anthony did rentals and worked hard to build a local network, especially since he's a native "New Yawker" who didn't grow up in Connecticut. He invested in himself, worked cold leads, and quickly partnered up with the agency's top-producing agent, Gina Williams, who has guided and mentored him on his way to also becoming one of PG's top-producing agents over the last year. He also learned

quickly that in real estate, you're not just an agent. "You wear a lot of hats," he says. "You're like a therapist."

Late-night texts. Emotional breakdowns. Buyers are losing faith after missing out on homes. He became the voice of calm and reason, coaching people through one of the most stressful purchases of their lives.

He also learned the hard truth about the industry: not everyone plays fair.

Anthony speaks candidly about the agents who inflate

offers, fail to disclose facts, manipulate situations, and push clients to take major risks for the sake of closing a deal. He has watched people lose homes despite overbidding, simply because someone else waived protections. He has seen accepted offers fall apart because another bid came in at the last second, with no opportunity to respond.

Still, he refuses to become hardened.

Anthony believes the best agents combine integrity with drive. He's learned

that hustle matters, and that success comes when you treat real estate not as a side job, but as a full commitment.

His client relationships reflect that mindset. He gives closing gifts, checks in, stays connected, and in many cases, becomes friends with the people he serves. He's had clients invite him out for drinks after closings, and others even ask him to come for Sunday dinner—because the experience felt personal, not transactional.

One of the most fulfilling parts of the job, he says, is helping first-time homeowners—showing them programs, grants, and options they didn't know existed until someone took the time to explain them.

Outside of work, Anthony's world revolves around his 11-year-old son. Pokémon hunts, video games, building Lego sets, and pool days—those are the moments that ground him. Real estate gives him a level of flexibility that corporate life didn't, even if his son occasionally gets dragged along on showings. And yes, a Tesla helps make that easier.

Anthony Cali's story is one of reinvention, resilience, and relentless effort. He didn't enter real estate with an ego or a shortcut. He entered with experience, a storyteller's instinct, and a clear commitment to doing right by people—even when the industry doesn't always make that easy. And in today's market, that kind of agent isn't just valuable.

It's rare.

"You can have hustle, but without integrity, you have nothing."
— Anthony Cali



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Bailey Tuthill

OF FAIRWORLD MORTGAGE

Built Different

ALYSSA MUCHA PHOTOGRAPHY

When Bailey Tuthill talks about building something, he means it *literally*.

Long before launching FairWorld Mortgage, Bailey had already built a reputation for doing things the hard way, the intentional way. If something didn't exist the way he believed it should, his instinct wasn't to wait for it to change. It was to build it himself.

That mindset has shaped nearly every chapter of his life.

Growing up in Newburyport, Massachusetts, Bailey's world revolved around lacrosse. From a young age, he had a single goal: to play Division I lacrosse. There was just one problem. His high school didn't have a team.

Instead of accepting that reality, Bailey and his friend Nate decided to change it. The two went door to door throughout the community, collecting signatures to petition the school to start a program. They gathered more

than 500 signatures and brought the proposal to the athletic director.

It wasn't an easy sell. Newburyport was a baseball town, and adding a new program meant shifting athletes and resources. But eventually, the support spoke for itself.

Bailey and Nate helped launch the program that would become the town's first high school lacrosse team.





Years later, Bailey would become the first Division I lacrosse recruit to come out of that program.

“It’s funny,” Bailey says. “Now they’re really good, and nobody has any idea who we are, which is perfect.”

After a postgraduate year at Bridgton Academy in Maine and four years playing lacrosse at Quinnipiac University, Bailey graduated with the same competitive mindset he had always carried, but without a clear career path.

Like many athletes finishing college, he suddenly faced a new question. What now?

He worked a variety of jobs, bartending, carpentry, and renovating homes, before eventually landing in recruiting. His first role involved driving around construction sites, asking foremen if they needed workers.

“It was brutal,” he laughs. “Nine times out of ten, they’d just tell me to get out.”

But the experience taught him something important: persistence, relationship building, and the ability to solve problems on the fly.

Those skills would eventually lead him into the mortgage industry.



Bailey was recruited to Total Mortgage to help recruit loan officers. To better understand the role he was hiring for, he decided to get licensed himself. What started as a way to learn the business quickly became something much bigger.

“I realized I actually really liked doing loans,” he says.

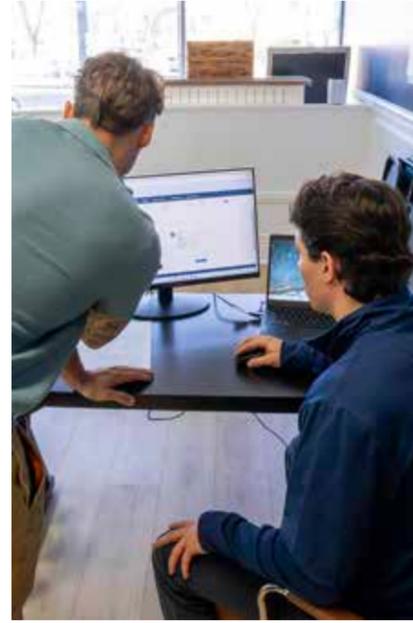
Mortgages appealed to the same parts of his brain that had always thrived in competitive environments. Every loan was a puzzle. Different clients, different financial pictures, different challenges to solve.

But more importantly, it was about people.

“At the end of the day, you’re helping someone buy a home,” Bailey says. “You’re helping them make one of the biggest financial decisions of their lives.”

As his loan business grew, Bailey began to feel limited by the traditional lending environments he was working in. The systems felt rigid, the options felt narrow, and the focus often seemed to be on internal profit structures rather than client outcomes.

Eventually, he discovered the mortgage broker model, and it was like a light bulb went on.



Instead of offering just a handful of loan products, brokers could access hundreds of options across multiple lenders. That flexibility meant clients could truly be matched with the best solution for their situation.

But even then, Bailey saw something missing.

Many brokerages still operated like traditional lenders, funneling deals through only one or two preferred lenders. The structure existed to provide more choice, but it wasn’t always used that way.

So Bailey did what he had done many times before in his life.

He built what he wanted to see in the world.

FairWorld Mortgage was born out of that idea: a company designed to prioritize fairness, transparency, and relationships above all else.

“I always say you can’t cut down the tree to pick the apple,” Bailey explains. “A lot of businesses focus on maximizing the immediate transaction instead of building long-term relationships.”

At FairWorld Mortgage, the philosophy is different. Clients are treated as individuals, not loan numbers.



Bailey Tuthill on the field at Quinnipiac University, where his Division I lacrosse career helped shape the drive and resilience he brings into business today.



Bailey Tuthill coaching his son’s lacrosse team, bringing the same leadership and passion from the field into his work.

Referral partners are viewed as the first client in the process. And every deal is approached with the long-term relationship in mind.

Sometimes that philosophy even means walking away from profit entirely.

“There have been several loans where we did the entire transaction for free because it was the only way the client could close,” Bailey says. “If that helps

the client and helps the agent close their deal, that relationship is far more valuable long term.”

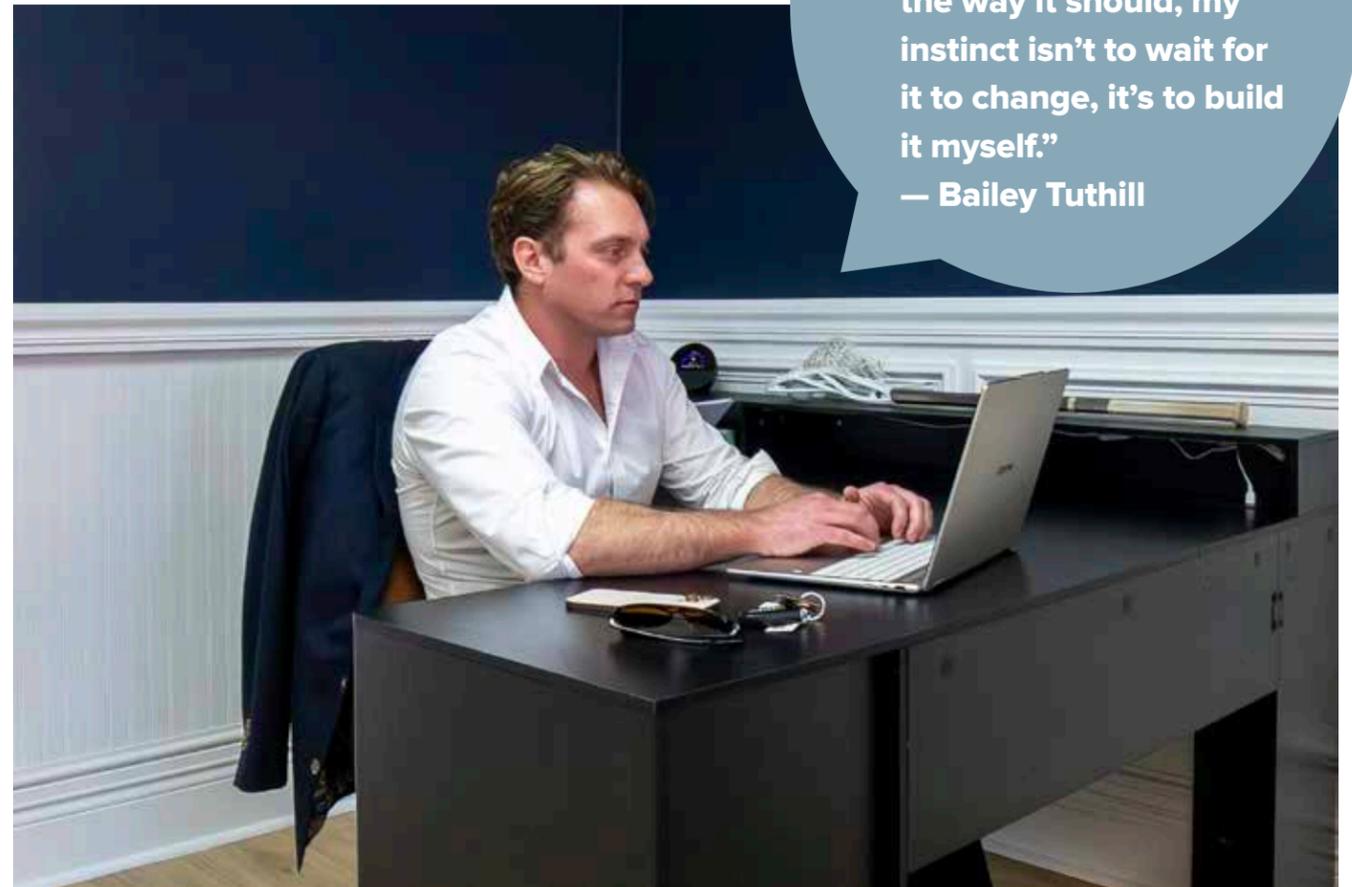
The approach has resonated.

What began as a solo venture quickly grew faster than Bailey expected. As loan volume increased, he brought on

Rhiannon Benedetto, a processor who helps manage the growing pipeline and ensures that every file moves smoothly from start to finish. Not long after, former colleagues and industry professionals began reaching out, curious about what he was building and how his model worked.

The first to join was Thelma Hernandez, a loan officer who had worked with Bailey previously and quickly saw the value in the platform he had created. Soon after came Jake Clifford, who sat down with Bailey to understand how FairWorld Mortgage operates and immediately recognized it was

“
If something doesn’t exist the way it should, my instinct isn’t to wait for it to change, it’s to build it myself.”
— Bailey Tuthill



exactly the environment he had been looking for. Shayne McCourt and Cody Purciello, both loan officers, followed, each drawn to the same philosophy: a system designed around transparency, flexibility, and putting the client first.

As the company continued to grow, the team expanded with David Zamary, a 40-year industry veteran who focuses on business development and building relationships within the industry, and Braydon Seaburg, who works in business development while also studying to become a loan officer himself. Together, the team reflects the same values Bailey built the company around: collaboration, transparency, and a shared commitment to serving clients the right way.

Today, the FairWorld Mortgage team continues to grow organically, made up of professionals who believe in the same core principles that Bailey built the company on. Rather than chasing rapid

expansion, the focus remains on building the right team. People who value relationships, integrity, and doing what's best for the client every single time.

Even the company's name reflects that spirit.

The idea came from Bailey's son, who had often listened to his father talk about the frustrations he saw in the industry.

"I used to say things just weren't fair," Bailey recalls. "One day he said, 'Why don't you call it FairWorld?'"

The name stuck.

And in many ways, it perfectly captures Bailey's mission.

From building a high school lacrosse program to restoring historic homes, including a condemned 1771

Dutch colonial he rebuilt from the foundation up, to launching a mortgage company designed around fairness and relationships, Bailey has spent much of his life doing the same thing.

Seeing something that could be better and building it himself.

For Bailey, FairWorld Mortgage isn't just a company name.

It's a philosophy.

And it's the world he's working to create.



The FairWorld Mortgage team (left to right): Shayne McCourt, Thelma Hernandez, Jake Clifford, Cody Purciello, Braydon Seaburg, Rhiannon Benedetto, and owner Bailey Tuthill, a group built on transparency, collaboration, and putting clients first.



WHAT'S A PROMO?

A Promo is a unique promotional piece created for agents featured in the pages of Real Producers. A previously printed Real Producers article is transformed into a four-or eight-page leave-behind, laid out like the original article with limited customization.

WHY DO TOP AGENTS LOVE THEM?

A Promo is a one-of-a-kind marketing tool that highlights your personal brand and legitimizes you as an agent worth profiling. Use them to:

- Impress during listing appointments
- Send to past clients, friends, or family
- Include with holiday cards
- Attract top talent (brokers love this!)
- Farm your favorite neighborhoods

RP If you've been featured in Real Producers and want to make the most of your story, reach out to the publisher of this magazine for a Promo.



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GOLD COAST LAUNCH Party

WEDNESDAY, MARCH 4TH

JOE CRAWFORD PHOTOGRAPHY

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Thank you, from the bottom of my heart, for attending our *Gold Coast Real Producers* Launch Party. Your stories are spectacular, your work has been remarkable, and your drive to be there for your clients is unmatched. That is what places you in the Top 500. Many of you are leaders within your companies, mentoring others, teaching, and helping develop the next generation of agents.

Our events are always free to attend thanks to the incredible support of our sponsors.

A special thank you to **Bailey Tuthill of FairWorld Mortgage**, who stepped up as our Title Sponsor. With more than a decade of experience, Bailey built FairWorld Mortgage with a commitment to serving clients with care, transparency, and clear guidance. We're grateful for his support in making today's event possible.

We also thank **Ross of HomeSpec Home Inspections**. Ross provides clear, thorough reports that help agents and clients move through the inspection process with confidence.

Thank you to **Evan Potter of Revolution Mortgage in Milford**. Evan works across the Connecticut shoreline and focuses on helping clients solve complex mortgage situations.

We also appreciate **Sharon and Steven Harris of Tidy House**. They handle the pre-listing details so agents focus on the transaction instead of managing projects.

And thank you to **Jan Hiltz Interiors**. Jan and Christine earn frequent praise from agents and serve as a trusted interior design resource during the listing process.

Today is the launch of a new era along the Gold Coast. It's time to end competition and create long-lasting relationships through our community. Thank you all for being a part of this, and for raising a glass to the top agents who are involved in both the best and sometimes the toughest decisions of the lives of your clients. Oh, and stay tuned for our next event coming this spring!

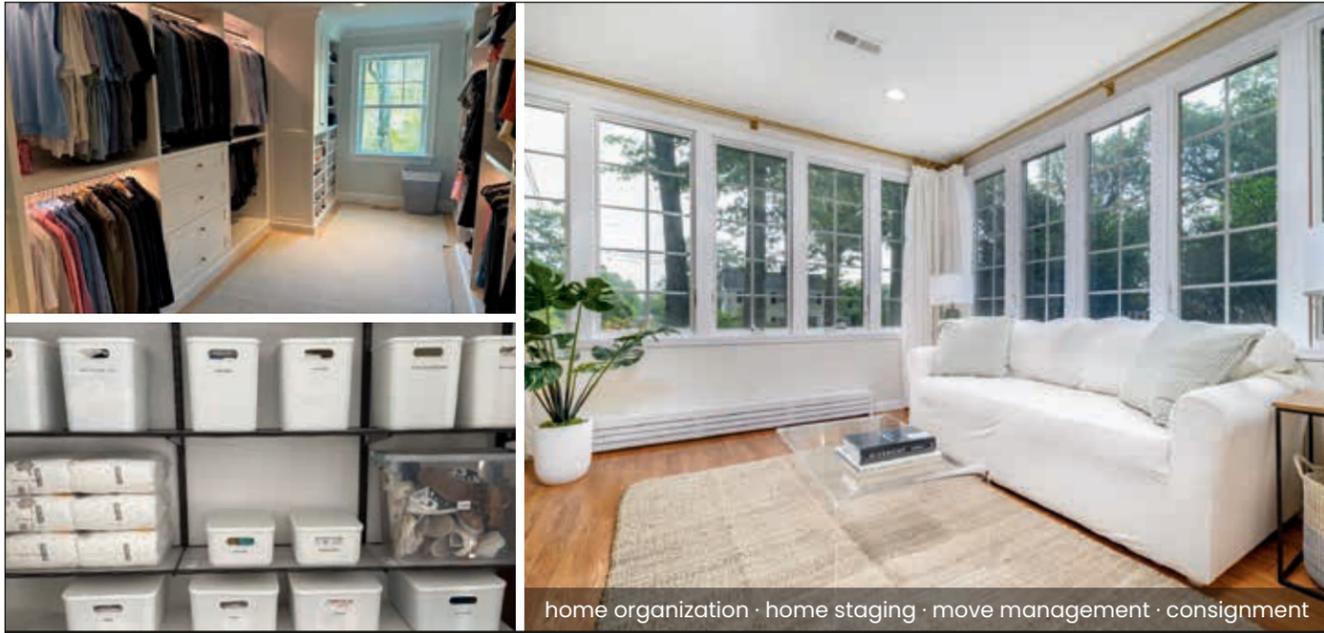
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Sam Kantrow,
Gold Coast Real Producers Publisher











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JAIMIE + KENDALL *Sneddon*



The Power Duo

JOE CRAWFORD PHOTOGRAPHY

Jaime and Kendall Sneddon never set out to build a traditional real estate career. In fact, they often joke that their entry into the industry came through the side door, fueled by curiosity, a shared love of homes, and a willingness to learn by doing.

Today, the Sneddon Team is based in New Canaan, Connecticut, operating under William Pitt Sotheby's International Realty. Jaime and Kendall co-lead a four-person team that includes Aileen Mastey and George Bakes, and together they have spent more than two decades immersed in Fairfield County real estate. In New Canaan, Jaime notes that their results have placed them at the top of the market for years, with annual residential sales volume consistently exceeding \$100 million and a track record of being the town's top-selling agents for roughly 15 years.

Their path to that level of production started far from real estate.

From Corporate Life To A Hands-On Passion

Before real estate became their full-time focus, both Jaime and Kendall spent about 15 years in corporate America. They worked at American Express in Manhattan and built successful careers, but outside of office hours, their "hobby" looked a lot like what would later become their competitive advantage: identify a home's best features, make it look great, expose it everywhere, and sell for a profit.

Long before home-flipping became mainstream entertainment, they were already renovating in their spare time because they enjoyed it. After purchasing their first home, they would make improvements, live there,





Kendall Sneddon is known for her relationship-driven approach and dedication to helping clients navigate every step of the real estate journey.



“Real estate has always been about relationships for us, not just transactions, and that’s what keeps clients coming back.”

Kendall Sneddon

and then sell and move on to the next project. Over time, that pattern didn’t just satisfy a creative outlet; it began to supplement their income and shape how they thought about value.

A major turning point came in the aftermath of 9/11. Kendall’s division at American Express was relocated to Connecticut after damage to their building at the World Financial Center, and around the same time, Jaime was moving his career in the same direction. Instead of continuing a New Jersey-to-Manhattan commute, they made the decision to move to Connecticut. Shortly after, they had twins, and Kendall stepped into a stay-at-home role for a period, only to realize she was happiest when she had a professional mission outside the home. At the same time, Jaime was

preparing to leave corporate life as well. They looked at what they loved most and made a bold decision: turn their real estate passion into their livelihood.

A Big Early Swing And An Even Bigger Lesson

Like many high achievers, Jaime and Kendall didn’t start small. In 2005, they left corporate America and opened their own brokerage firm in New Canaan, securing roughly 5,000 square feet of space downtown. Jaime describes that era candidly, admitting they thought they needed to own a firm rather than simply be agents. They invested heavily in infrastructure, advertising, recruiting, and building what they believed would be “a better mousetrap.”

Then reality and the market delivered a clear message.

As the industry began shifting online, the classic brick-and-mortar model made less and less sense. Real estate, they realized, wasn’t a business built on a fancy office. It was a business built at kitchen tables, in living rooms, and through a strong professional presence where clients actually needed support. By September 2008, just before the Great Recession intensified, they made a pivotal decision: step away from running a brokerage and focus fully on the work they loved most, serving buyers and sellers directly.

Jaime calls the money and effort of those early years “tuition,” because it accelerated their learning curve. It also sharpened their clarity around what matters most: expertise, relationships, and long-term trust.

More Than A Transaction: A Relationship-First Philosophy

Ask Jaime and Kendall what separates the true top producers from the rest of the field, and the answer isn’t a single tactic or marketing trick. It is consistency, professionalism, and genuine service.

Jaime observes that in towns like New Canaan, Darien, and Greenwich, a small group of agents tends to do the “lion’s

share” of the business. Those agents are full-time, deeply knowledgeable, and easy to work with. In high-stakes markets where the median home price hovers around \$2.5 million and transactions routinely land in the \$5 million-plus range, clients are making decisions comparable to major investment moves. Jaime often draws a parallel: if someone were placing \$5 million into the stock market, they would demand strong advice and clear guidance. He believes a primary residence deserves the same seriousness because it is often a family’s largest financial asset.

“For most families, a home is their largest financial investment, and it deserves thoughtful guidance and real expertise.”

Jaime Sneddon



Jaime Sneddon brings decades of experience, market knowledge, and a strategic investment mindset to every client he serves.

Kendall echoes the same mindset, emphasizing that they do not treat real estate as a one-off transaction. They approach it as a relationship business. That means understanding a client’s goals, advocating for them with clarity, and building a connection that lasts well beyond the closing.

It also means staying “on the pulse” of the market. Kendall points out that in low-inventory environments where listings are limited and competition is constant, top agents can’t disappear for months at a time. They must remain active, touring homes, attending open houses, keeping in touch with the brokerage community, and maintaining honest working relationships with other agents. When a client calls for a market assessment or guidance, the best agents are already prepared because they’ve never stopped paying attention.

A Renovation Mindset That Strengthens Representation

One of the Sneddon Team’s distinguishing strengths is its background in renovation and development. Before they were known primarily for brokerage, they were actively buying, improving, and flipping homes. Even now, their business is roughly 95% brokerage and 5% development, and Jaime still steps into



one or two renovation projects each year, often not because it is the most profitable use of his time, but because it deepens the relationship and helps clients feel supported.

For clients relocating from New York City or from out of state, that support can be invaluable. Many buyers see potential but also see work: a dated

kitchen, a basement begging to be finished, a primary bath that needs a full refresh. Jaime and Kendall’s experience allows them to quickly help clients estimate what changes could look like, what they might cost, and how long they may take. It also helps buyers avoid costly mistakes, like choosing a location that will create daily friction or limit resale potential.



A big part of that post-sale service comes down to trusted relationships with contractors and service providers. Jaime explains that their team only recommends professionals they have personally used. They've built a reliable network of plumbers, electricians, AV specialists, and tradespeople, who show up, do quality work, and operate professionally. That list is often shared with clients even before they close, and it becomes one of the reasons clients return again and again.

marketing, presentation, and exposure

Kendall highlights another pillar of their business: preparing a home to look its absolute best. That means staging and styling strategically, bringing in the right photographers, and leveraging modern tools such as drone work where appropriate. Once a property is positioned correctly, she says, the next step is broad exposure, making sure listings are marketed everywhere they need to be, powered by both the

Sneddon Team's approach and the global reach of the Sotheby's brand.

A True Family Team

Outside of real estate, Jaime and Kendall are proud parents of 23-year-old twins, a son and a daughter, both of whom graduated from Tulane University. Both now work in New York City at American Express, one in finance and one in marketing, bringing the story full circle.

Real estate, however, remains a family thread. Their son earned his real estate license at 18 and helped periodically while in school. Their daughter now works within the business as their social media expert, giving the team an edge in a world where modern visibility matters.

When they do step away from work, they stay local and community-centered. Jaime and Kendall joined a country club years ago, not because they had endless free time, but because their schedules kept them close to home. Kendall is learning golf, a longtime Jaime goal, and



she also enjoys pickleball, two activities that offer something rare in their world: a couple of hours outside, away from the phone, on a beautiful course or court.

It is a fitting snapshot of who they are: disciplined professionals, deeply invested in their community, and committed to doing business in a way that keeps clients returning, not just for the next transaction, but for the next chapter of life.



For Jaime and Kendall Sneddon, with their twins, family has always been the foundation behind everything they've built.



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ALL ABOUT GOLD COAST 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 500 real estate agents across Fairfield County 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 500 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 500 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 some of the 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 -

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