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Cover photo courtesy of Michael Gallitelli

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HELLO JULY, A Month of Freedom & Focus!

July invites us to celebrate both independence and intention — the freedom to pursue our goals and the focus to turn those aspirations into meaningful action. As summer reaches its peak, it offers a perfect opportunity to pause, reflect, and appreciate the progress we've made while looking ahead to what's still possible.

The *Capital Region Real Producers* community continues to embody that spirit. Every day, we see professionals committed to serving others, building lasting relationships, and strengthening the communities they call home. Success in this industry is about more than transactions; it is about trust, connection, and the positive impact we make through our work.

Summer often brings a renewed sense of energy and perspective. Whether you are setting new goals, embracing new opportunities, or simply taking a moment to recharge, this season reminds us of the importance of balance, gratitude, and purpose.

As we move through the month, let us remember: *"When we lead with passion, we inspire others to do the same."*

Thank you for being part of this incredible community. Your dedication, professionalism, and willingness to support one another are what make *Capital Region Real Producers* such a special network.

Here's to freedom, focus, and a summer filled with purpose.



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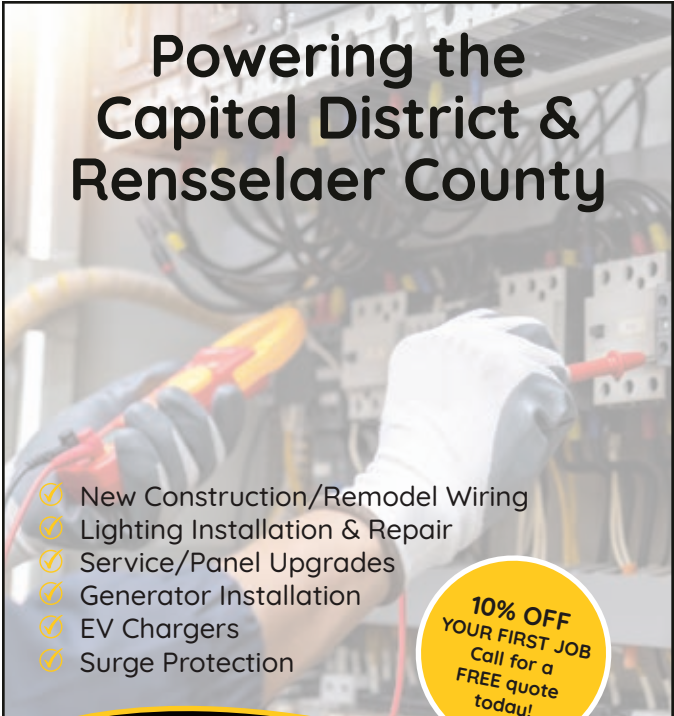
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BY LAURA REESE
PHOTO BY MICHAEL
GALLITELLI



service, helping people live with dignity and respect. Over time, she realized she could channel those same skills into something new.

"I'd had enough of sixty-hour workweeks with people I didn't handpick," she admits. "I've always had an entrepreneurial spirit, but it took me until 50 to finally say, 'That's it, I need to do my own thing.' It turned out to be the best fit imaginable."

Her transition from political organizer to business owner might seem unexpected, but she says the core values are the same: service, compassion, and humanity. "In politics, you're working to make sure people have what they need to live with dignity," she explains. "It's really not that different from move management. Most people don't need perfection; they need progress. They need someone to step in, take charge of the stressful details, and make their lives easier."

With her problem-solving mindset and hands-on approach, Sheilah quickly turned her idea into a thriving business serving the Capital Region and beyond. What started as a small concierge service has evolved into a comprehensive move management company that helps clients with everything from decluttering and packing to donation coordination, estate clearing, and post-move organization.

A Concierge With Muscle

Call Sheilah! Move In/Move Out Specialists isn't your average moving or organizing company. It's a full-service, problem-solving squad.



There are people who say they get the job done, and then there is **SHEILAH SABLE**.

The Brooklyn-born founder of Call Sheilah! Move In/Move Out Specialists brings humor, efficiency, and compassion to one of life's most stressful transitions: moving.

"I'm a solutionist at heart," Sheilah says. "When a client calls me, I'm not just managing logistics. I'm managing emotions, timing, and all the details that have to work together. It's organized chaos, and it's inevitable, but we make it work beautifully."

From Activism to Action

Sheilah founded her company ten years ago after decades of working in nonprofit spaces and political organizing. Her career had always revolved around advocacy and

“We offer the kind of hand-holding most companies don’t,” Sheilah says. “We started out as a concierge service, so our attention to detail is exceptional. We’ll take down holiday décor, ship belongings across the country, staff your party, or run errands. No move is too big, and no detail is too small. We still do the concierge work when clients ask.”

Sheilah leads her small but mighty team with the same energy she brings to every job. Katie, her right hand, helps clients with downsizing, organizing, packing, and unpacking. Liz manages design and special projects, transforming spaces after the move.

“We’re a lean team, but we’re efficient,” Sheilah says proudly. “I’m a hands-on owner. I oversee every job, and if I need to jump in as a laborer, I do. If we need to bring in a trusted partner, we do that, too. Whatever it takes to



“We offer the kind of hand-holding most companies don’t. We started out as a concierge service, so our attention to detail is **EXCEPTIONAL.**”

get the job done successfully, with a happy, settled client at the end.”

A Gift That Really Moves People
For Realtors, Sheilah’s company offers a creative, stress-saving twist on the traditional closing gift.

“We’re making our services available at a discount for Realtors who want to purchase hours for their clients,” she explains. “Instead of buying a bottle of wine or a gift card, give them four

hours of our service. It helps them settle in, clean out, or organize their new home. It’s a win for the client, a win for the agent, and a win for us.”

That approach has made Sheilah a go-to partner for top-producing agents who want to go above and beyond. “We’re part of the finishing touch of the home-buying or selling process,” she says. “When Realtors gift our services, it shows they care about their client’s journey beyond the transaction.”



The Call Sheilah! Difference

What truly sets Sheilah apart is her blend of no-nonsense honesty and humor that instantly puts clients at ease.

“From the moment someone calls me, I treat them like a partner,” she says. “I offer suggestions, make connections, and start problem-solving right away. I don’t do smoke and mirrors. I’ll tell you exactly what needs to be done and then put the wheels in motion to make it happen.”

That directness has paid off: 69 five-star reviews out of 70 and a loyal client base that includes families, professionals, and Realtors. But what Sheilah values most is the look of relief on a client’s face when they realize they’re in good hands. “There’s a moment when they take that first deep breath,” she says. “That’s when I know we’ve done our job right.”

Her generosity also extends beyond business. Through her company’s clean-out projects, she often rescues valuable items and resells them on Etsy, donating all profits after costs to organizations supporting trans liberation and the protection of queer and trans youth. “Last year, we wrote a check for \$7,000,” she says proudly. “This year, we’re on track to do it again. It feels good to know



that the work we do in people’s homes can ripple out into something bigger.”

Life Outside the Chaos

When she’s not managing a move, Sheilah loves spending time with friends and family, hiking, cooking, and building intricate LEGO sets. “I love zoning into something completely unrelated to my day-to-day,” she says.

Her ten-pound schnauzer mix, Zami, whose name rhymes with “Mommy,” is her constant companion. “She’s adorable and has no idea she’s small,” Sheilah laughs. “We walk everywhere together, and she keeps me sane-ish.”



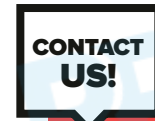
Turning sixty gave Sheilah a fresh sense of perspective. “I’ve learned to live in the day and focus on what’s in front of me,” she reflects. “That’s where peace lives.”

Looking Ahead

After a decade of building her business, Sheilah is starting to think about what comes next. “My goal is simple,” she says. “Retire on the beach.” But even that, she admits, will come with a side of service. “I’m a worker. I’ll always be doing something, but I want that something to bring me peace and a lot of sand between my toes.”

Through it all, Sheilah stays grounded in the same philosophy that built her company: honesty, action, and heart.

“Asking for help,” she says, “is a spiritual act. And when you do call for help, make sure you call me.”



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Heather

WILLIG

BY AMELIA ROSEWOOD
PHOTOS BY
MICHAEL GALLITELLI

A CAREER BUILT ON PATIENCE, PRECISION, & PERSISTENCE

Not every successful real estate agent starts out dreaming of a career in real estate. For Heather Willig, the path was shaped through a blend of creativity, analysis, and years spent working in industries where details mattered and precision was everything.

Finding the Right Fit

Originally from Niskayuna, New York, Heather's early career looked very different from real estate. After graduating from Binghamton University with a background in economics and pre-law, she realized she wanted to pursue something that better aligned with her creativity and personal interests. That decision led her to the Fashion Institute of Technology in New York City, where she earned a degree in fashion design before beginning her career in the fashion industry.

What started in design gradually evolved into leadership roles in production and manufacturing. Heather found herself balancing creativity with business strategy, working closely with factories, analyzing pricing structures, negotiating costs, and ensuring products remained both profitable and true to their design vision. Over time, she advanced into senior executive positions overseeing sourcing and manufacturing operations.

The demanding nature of that work sharpened skills that now serve her well in real estate, including negotiation, problem-solving, cost analysis, and meticulous attention to detail.

A Natural Transition Into Real Estate

Real estate was never entirely separate from Heather's life. Over the years, she and her husband, John, purchased and renovated multiple homes, developing a strong appreciation for architecture, design, and the emotional connection people have to where they live.

From homes in Malta and Lake Placid to a condo in Brooklyn while working in Manhattan, real estate became woven into the way they built their life together.

Her passion for interior design also became an added strength she now brings to her clients.

"All of those experiences naturally fit into real estate," she shares. "I kind of fell into it through our own home purchases, my interest in design, and being in a visual field where you're always evaluating a product and weighing quality against cost." Today, as a solo agent with Cartier Real Estate Group, Heather combines those experiences into an approach that feels both thoughtful and highly personal.

A Different Kind of Agent

Heather is quick to admit she is not the stereotypical salesperson.



"I'm not overbearing or pushy," she says. "Some people don't want to feel oversold. They want someone who listens."

Clients consistently praise her communication, responsiveness, and willingness to remain available long after a transaction closes. Whether answering early-morning questions, helping clients navigate inspections, or connecting them with trusted professionals, Heather approaches every relationship with attentiveness that makes people feel supported.

Because of her background in interior design and renovations, she also helps buyers recognize possibilities that may not be obvious at first glance.



Where others may see cosmetic flaws or outdated spaces, Heather sees potential.

That ability to blend creativity with practicality has become one of the defining qualities of her business.

Balancing Multiple Sides of Real Estate

Heather's connection to real estate extends well beyond residential sales.

In addition to working with buyers and sellers, she is also a co-developer of Mountain's Edge, a 16-lot new-construction neighborhood in Lake George. The hands-on experience has given her valuable insights into land development, construction planning, and the complexities of building a community from the ground up.

The project began when her business partner, Gerry Magoolaghan, proposed the joint venture with the vision of creating and representing their own development project. That experience has become a meaningful differentiator in Heather's career.

"I thought it was a great opportunity for us to create our own sales channel, and there really aren't many agents who are also developers," she notes.

They started sales in 2022 and brought in Kodiak Construction as the



“

Real estate is something you build over time. **You can't expect immediate results.** You have to stay consistent and keep putting in the work.”

exclusive builder. They are now in the final phase with one remaining lot and are starting construction on a spec home that is available for sale.

At the same time, Heather and her husband continue to build their own investment portfolio through short-term rental properties, which she views as part of her long-term real estate goals.

That broader involvement gives her a unique perspective on the industry. She understands real estate not only as an agent, but also as an investor, developer, homeowner, and renovator.

Life Outside of Work

Outside of real estate, Heather and her husband prioritize an active lifestyle centered around the outdoors.

Much of their free time is spent at their second home in Lake Placid, where they enjoy hiking and skiing, or on Lake George, where they boat together.

Their dog, Scooby, now 12 years old, is a constant companion and very much part of the family.



"We got Scooby as a two-year-old rescue who was very scared and aggressive. We are so happy that he has grown into a very loving dog; we bring him everywhere with us," Heather says with a smile.

Looking Ahead

As Heather looks toward the future, her focus remains firmly on continued professional growth. One of her primary goals is earning her broker's license, an accomplishment deeply rooted in family tradition.

"My father, grandfather, and great-grandfather were all real estate brokers," she shares. "I want to have that same level of accomplishment."

Her earliest exposure to the industry came from spending time at her father's real estate brokerage in Schenectady.

"As a kid, I never thought about a career in real estate, but I am honored to now be carrying on a family tradition."



For newer agents entering the business, Heather emphasizes the importance of patience and consistency.

"Real estate is something you build over time," she says. "You can't expect immediate results. You have to stay consistent and keep putting in the work." ▀



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Victoria MCLAUGHLIN

Never Halfway

BY AMELIA ROSEWOOD
PHOTOS BY MICHAEL GALLITELLI

Some people naturally bring energy into every room they walk into. Victoria McLaughlin brings something even more powerful: momentum.

Driven, competitive, endlessly optimistic, and always ready to solve the next problem, Victoria has built a real estate career that reflects exactly who she is. She moves quickly, thinks strategically, and approaches every challenge with the kind of determination that makes people immediately trust they are in capable hands. Yet beneath the fast pace and impressive numbers is someone deeply rooted in family, community, and purpose.

Growing up in Niskayuna shaped much of who Victoria is today. The community has always been home, and over the years, that connection has become one of the driving forces behind her work. Before entering real estate, she earned degrees in Special Education, Elementary Education, and Literacy, before eventually stepping into the fast-paced world of automotive sales management.

That career sharpened her competitive edge and work ethic, but becoming a mother changed her perspective entirely.

“Having my twin daughters changed everything,” Victoria shares. “It gave me a whole new perspective on what home really means.”

A Leap That Changed Everything

Victoria officially entered real estate at the end of 2021, though the idea had been planted long before that. Her mother, a successful real estate professional for more than 25 years, had encouraged her for years to make the switch. At the time, Victoria was working more than 50 hours a week in the car business and knew that she wouldn’t be able to do that while raising twin babies, Samantha and Claire.

She wanted flexibility without sacrificing ambition. She wanted a career where

she could still operate in a fast-moving, competitive environment while creating a life that worked better for her family.

So while her daughters were still babies, Victoria took her real estate classes, jumped into the industry, and never looked back.

“And honestly,” she laughs, “my mom was right. I definitely should’ve started sooner.”

What followed was rapid growth. Last year alone, Victoria closed more than \$21 million in transaction volume, with nearly \$19 million completed individually. Her momentum has only continued to build as she recently launched her own team alongside Kristen

Bordonaro and expanded by adding additional teammates this year.

Still, the numbers only tell part of the story.

More Than Just Transactions

For Victoria, real estate has never been about simply selling homes. It is about changing lives.

“What means the most to me is helping first-time buyers who need a little more support or creativity to get there,” she explains.

One of her proudest moments came when she helped her waitress, a single mother, purchase her first home. By the time they reached the closing table, everyone was in tears.





“Those are the moments that remind me this is so much bigger than a transaction,” she says. “You’re helping people build stability, security, and a future.”

That mindset shapes every part of how Victoria runs her business. She prides herself on communication, responsiveness, and building real relationships with both clients and other agents. While many transactions fall apart because of poor communication, Victoria believes consistent connection is often what keeps deals together.

“I pick up the phone,” she says simply. “I stay connected throughout the entire process.”

Her clients also quickly learn something else about her: she does not quit.

“My husband always says he loves my tenacity,” she jokes. “Although I’m not sure he always feels that way anymore. But my clients definitely do.”

Building Something Bigger

While Victoria has already established herself as a top producer, her focus now extends far beyond individual success. She is building a team with intention.

Rather than creating a group of agents all doing the same thing, Victoria wants to build an environment where each person can lean



into their own strengths while still operating together at a high level.

“I see it like being the captain or quarterback,” she explains. “You’re leading, but you’re only as strong as the people around you.”

That vision has already started taking shape through teammates like Kristen Bordonaro, Jennifer LaFleur, Basia Hinton, Jordana Diaz Polanco, and Jacqueline DiVietro, each bringing different strengths and personalities into the business.

“ Having my twin daughters changed everything. It gave me a whole new perspective on what home really means.”



“*Be consistent, outwork everyone, and don’t cut corners. Most people quit right before it starts working.*”

Victoria’s long-term goal is to create a culture filled with leaders, people who feel empowered, driven, and fully invested in what they do. She speaks about her team with genuine excitement, often cheering them on just as hard as she pushes herself.

“Pat yourselves on the back, ladies,” she says. “Let’s freaking rock this!”

Life at Full Speed

Outside of real estate, life moves just as quickly.

Victoria describes her husband Bill as “the ultimate partner” and “her ultimate flex in life,” someone whose support allows her to pursue her goals fully while staying grounded in what matters most. Together, they are raising their twin daughters alongside three Golden



Retrievers: Rosie, Norman, and their puppy Meg.

Family time is centered around creating memories and staying active. Whether it is skiing, horseback riding, biking, boating, swimming, or simply introducing the girls to new

adventures, the focus is always on being together and experiencing life fully.

“We’re big on making memories,” Victoria shares.

She also loves traveling, trying new restaurants, fishing with the girls, and

spending as much time outdoors as possible.

Even with the nonstop pace, Victoria remains someone who genuinely sees the positive in life.

“My family says I walk around with rose-colored



glasses,” she says. “And honestly, I’ll take that.”

Looking Ahead

As Victoria looks toward the future, the vision continues to grow.

Professionally, she hopes to continue scaling her team while potentially earning her broker’s license. Personally, she wants to continue building a life that balances ambition with presence, success with purpose, and growth with family.

Her advice to newer agents reflects the mindset that helped fuel her own success.

“Be consistent, outwork everyone, and don’t cut corners,” she says. “Most people quit right before it starts working.”

For Victoria, success has never been about doing things halfway. It is about showing up fully, fighting hard for people, and building something meaningful one relationship at a time. 📌

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AUGUST 27TH
SUMMER REALTOR RIVER CRUISE/ VOTE ON THE BOAT
CAPT. JP, TROY

SEPTEMBER 23RD
HOW TO CRUSH FEAR & HIT YOUR GOALS WITH KIM RITTBERG
TBD

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