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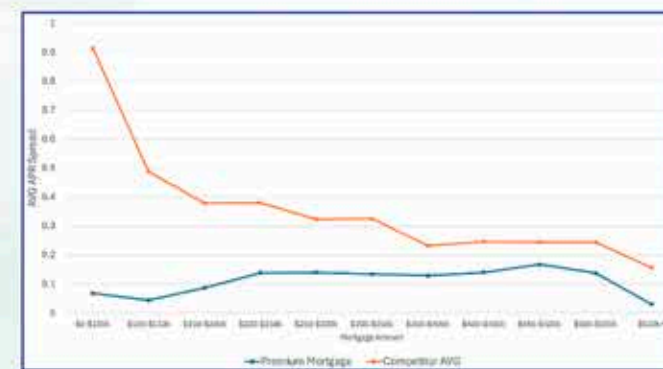
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HELLO JUNE, A Season of Growth!

June marks the halfway point of the year — a moment to pause, reflect, and recognize the growth that has already taken root. It's easy to get caught up in the rhythm of busy days, but this season reminds us to look around and appreciate how far we've come. Every story, every connection, and every success within our Real Producers community has been built through consistency, collaboration, and care.

The second half of the year invites us to keep nurturing that growth — to stay intentional, inspired, and focused on the values that make this community so strong. Whether through partnerships, events, or shared stories, Real Producers continues to be a space where trust and authenticity lead the way.

We're also looking ahead with excitement to our upcoming **A Day At The Races** event on **July 17, 2026**, as well as our **Virtual AI Workshop** on **July 22, 2026**,

featuring speaker Kane Minkus. We can't wait to gather together for another memorable experience filled with connection, celebration, and community.

As we move through June, let's remember: *"Gratitude and growth go hand in hand."*

Here's to thriving together — in business, in purpose, and in community.



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JIMMY VERDEROSA

BY LAURA REESE

SERVICE TEK OF AMERICA

Delivering Clean Spaces with a Personal Touch

In real estate, timing matters—and so does presentation. When a home needs to be cleaned quickly, properly, and without added stress, many agents in the Saratoga area already know who they're going to call: Jimmy Verderosa.

For more than two decades, Jimmy, owner of Service Tek of America, has built his business on being reliable, responsive, and easy to work with. It's not just about cleaning carpets—it's about helping clients,



homeowners, and agents move forward without complications.

Jimmy didn't originally set out to build a cleaning business. After his father passed away, he found himself transitioning out of working with racehorses. A phone call from a local janitorial company gave him an unexpected opportunity. "I figured I'd give it a shot," he says. That decision turned into five years of hands-on experience, eventually leading him to start his own company in 1998. By 2001, he expanded by purchasing Service Tek and merging the two into what is now Service Tek of America.

A Go-To Resource for Realtors

Today, Jimmy works with a wide range of clients—from homeowners and apartment complexes to hotels, restaurants, and track rentals. But one of his most consistent partnerships has been with real estate professionals.

Realtors often need properties cleaned quickly before listing, after tenants move out, or in preparation for closing. That's where Jimmy's approach stands out. He keeps things simple.

Clients reach out—sometimes locally, sometimes from out of state—and Jimmy handles the rest.

Whether it's truck-mounted steam cleaning for carpets, upholstery work, tile and grout cleaning, or water restoration, the goal is always the same: get the property looking its best without adding stress to the process.

Personal Service Still Matters

In an industry where many companies move toward automation and systems, Jimmy has stayed rooted in something more personal. He's directly involved, easy to reach, and known for following through.

That connection has become part of his reputation. In fact, many long-time customers have him saved in their phones as "Jimmy Carpets"—a nickname that stuck so well it eventually became a domain name that links directly to his business.

It's a small but telling detail. People don't just remember the company—they remember Jimmy.

And in a business built on trust and referrals, that matters.

Built Around Family and Consistency

Service Tek of America isn't just a long-running business—it's also been a family experience. Jimmy's son, Ray, started helping out at 16 and remains connected to the business today while raising a family of his own.

That sense of consistency shows up in how Jimmy operates day to day. There's no complicated pitch or overpromising—just steady, dependable service that clients can rely on when they need it most.

Even outside of work, those relationships continue. Jimmy laughs about how often customers recognize him while he's out and about—sometimes turning a casual hello into a reminder that it's time for another cleaning.

At the end of the day, Jimmy has built his business around one core idea: be the person people can count on.

If you're preparing a property for the market or simply need a job handled without the back-and-forth, Jimmy Verderosa is the kind of call that makes things easier. You can reach him directly at 518-584-6000 or on his cell at 518-469-4405, email Servicetekofamerica@gmail.com, or visit Servicetekofamerica.com to get started.



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THE COWBOY HAT,
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BRIAN
BROSEN

BY AMELIA ROSEWOOD
PHOTOS BY MICHAEL GALLITELLI

When Brian Brosen walks into a room, people notice. Maybe it is the cowboy hat, maybe it is the warmth he carries, or maybe it is the calm steadiness that seems to settle the space around him. In a region where baseball caps and beanies are the norm, his hat has become a signature symbol. “The hat has opened up so many doors,” Brian says with an easy smile. “It starts conversations and gets me invited to the table, but I still need to earn the business with what I know and with what I provide.”

A Life Built on Hard Work and Heart

Brian grew up in Chatham, New York, one of five kids raised in a tight-knit family. Long before he found real estate, he built his resilience through years in the restaurant world. He managed fast-food restaurants and later ran a Ben & Jerry’s location in Albany, experiences that sharpened his leadership skills, customer-first mindset, and ability to thrive in a fast-paced environment.



Those years prepared him more than he ever expected. “Restaurant work teaches you to live with an irregular schedule and really long days,” he says. “It toughens you up in a good way.”

His background in social work, along with managing people and serving others in emotional and challenging environments, became the foundation for the professional he is today.

That commitment to people is what ultimately pushed him toward real estate. His partner of twenty years, Reggie Monroe, saw potential in him long before Brian saw it himself. “Reggie pushed me into real estate,” he says gratefully. “He believed in me when I didn’t even know this was where I belonged.”

Finding His Calling in Real Estate

Brian began his real estate career in September 2004

with RealtyUSA, which later became Howard Hanna, in the Capital Region. It didn’t take long for others to recognize his natural ability in the business. After 14 years of consistent production and steady growth, he reached a pivotal moment. As he and Reggie prepared to become foster and adoptive parents, they began thoughtfully planning the launch of their own brokerage.

Then everything changed in late 2017. The two were sitting in church when the pastor delivered a message about embracing faith and stepping boldly into new chapters. Brian remembers turning to Reggie and whispering, “We are leaving.” Reggie looked back and said, “I know.”

Their plan shifted when Reggie discovered eXp Realty. After researching the company, Brian

immediately felt something click. “The culture of eXp is a breath of fresh air,” he says. “I felt like the strings were cut off of me.”

In 2018, they joined eXp and soon after landed the cover of Albany Real Producers, a moment that confirmed they were exactly where they belonged.

A Career Defined by Service

Today, Brian and Reggie lead The Capital Team, a growing group of dedicated agents serving Albany, Schenectady, and the greater Capital Region. They handle everything from listings and showings to coaching and team support, all with a people-first approach that has generated more than \$100 million in sales.

But Brian is quick to point out that numbers are not what drives him. His focus has always been

on people rather than production, and one moment from early in his career continues to guide the way he serves others today.

Family, Faith, and the Fullest Life

If Brian's work is fueled by compassion, his personal life is where that compassion is continually renewed. He and Reggie have spent twenty years building a life centered on love, purpose, and service. Together, they became foster parents and eventually adopted three children, all with special needs. Their kids, now 30, 27, and 19, remain the heart of everything they do, and they are currently raising their beloved two-year-old grandson as well.

Their home is full of energy, joy, and constant activity, and Brian embraces every moment. He is the family cook, often sharing photos of his meals at their cozy backyard tiki hut. He laughs about his favorite hobbies, which include cooking, traveling, going to concerts, and a little bit of gambling.

Brian also finds purpose in service and faith. "In upstate New York, gay guys wearing cowboy hats, raising kids, being born again, loving a good cocktail, and serving the community are not as common as people think," he says. He is working on establishing a family



foundation focused on supporting children in need, building on years of involvement with local charities. His efforts earned him recognition as Philanthropist of the Year by the United Way in 2020 and the Ethics in Action Award, along with national recognition from eXp Realty in 2021.

Looking Ahead

As he looks toward the future, Brian is focused on deepening his impact. His goal for the next decade is simple and profound. He wants to launch the family foundation he and Reggie envision and watch it grow into something that changes lives. He also wants to continue building his business, serving clients with the same sincerity that has shaped his career from day one. "My care and compassion for others have shaped everything I do," he says. "Find your vibe, lean into it, and be genuine." 🍷

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Playing the Long Game

BY LARRA ROQUE
PHOTOS BY MICHAEL GALLITELLI

There is a moment before every championship game when preparation either shows up or it does not.

For Caitlin Cucchiella, that moment exists in real estate just as much as it did on the soccer field.

Born and raised in Albany, New York, Caitlin built her foundation on discipline, resilience, and the quiet confidence that comes from outworking the competition. Long before she was launching luxury listings in Saratoga Springs, she was leading a Division I soccer program at UAlbany to two back-to-back championships, something that had never been done before.

Her academic background reflects both depth and intention. Caitlin earned her undergraduate degree in Psychology from The Ohio State University before completing a Master's Degree in Athletic Leadership and Administration from Goucher College. Psychology strengthened her understanding of behavior and decision-making. Leadership refined her communication and accountability. Athletics sharpened her ability to perform under pressure.



Those elements now define how she runs her business.

A Calculated Leap

In December 2016, Caitlin made a decisive move.

During a two-week vacation, she enrolled in a real estate licensing course on December 5th, fully aware she was stepping into a new chapter. She completed the coursework and passed both the classroom and New York State

licensing exams on the same day, just before Christmas.

By January 2017, she had officially retired from Division I coaching and committed to real estate full-time.

The transition was strategic, but it was also deeply personal.

Motherhood shifted her priorities. Caitlin wanted to be present for her sons, Creighton and Bryson. Coaching



demanded travel and weekends away. Real estate offered something different: the ability to lead, compete, and build something meaningful while being fully engaged at home.

“I knew if I applied the same strategic thinking I used scouting opponents in soccer, I could win the market for my clients,” she says.

Strategy Is Not Optional

Today, Caitlin operates out of Hunt ERA at 444 Broadway in Saratoga Springs as a luxury-focused listing specialist and investment-minded advisor. While technically a solo agent, she operates with a collaborative structure.

Her partner in life and business, Chevy, is a licensed real estate salesperson with a construction background who supports inspections, analytics, and strategic execution. A transaction coordinator ensures compliance and precision, and a dedicated assistant manages operations. The structure allows for elevated service and seamless execution.

What sets Caitlin apart is what she calls strategy and presence.

“I approach every listing as if I’m launching a brand,” she explains. Marketing, storytelling, timing, and exposure are deliberate. She focuses on



creating momentum and demand that directly benefits her clients.

Equally important is composure. Years of coaching in high-pressure environments trained her to stay steady. Real estate can be emotional and unpredictable, but Caitlin remains analytical and outcome-driven. Clear communication anchors every transaction.

The objective is simple: reach the closing table with excellence. The process to get there requires preparation, resilience, and adaptability.

More Than a Sales Career

As of May 2026, Caitlin’s sales volume stands at over \$80 million. In 2024, she closed over \$17 million, followed by approximately \$12 million in 2025. Still, she defines success differently.

“My focus is quality over quantity,” she shares. Representing the right clients and executing at a high level matter more than maximizing transaction count. She anticipates maintaining at least \$10 million annually while preserving intentional service.

Her expertise extends beyond sales. Her luxury building and rental company, Stephen James by Caitlin Cucchiella, earned six of seven luxury home awards in the 2024 Saratoga Showcase of Homes. The property was also featured on the cover of Simply Saratoga magazine.

One of her most meaningful projects was renovating the oldest home in Saratoga Springs, built circa 1786.

Restoring a property with that level of history required discipline, vision, and precision. The experience expanded her knowledge of construction, risk management, and design, all of which now elevate the level of service she provides clients.

She has also been recognized as a Top 1% REALTOR® multiple years in a row, a distinction she attributes to consistency and trust.

Family Is the Foundation

Behind the awards and production is a woman deeply rooted in family.

Caitlin is a proud mother of two sons, Creighton, 10, and Bryson, 7. Together with Chevy and his daughters, Kennedy and Portland, they have built a beautifully blended family grounded in love, ambition, and shared vision.

“Everything I do professionally is rooted in protecting, providing for, and building a legacy for the people I love most,” she says.

Their family life is intentional. They travel, celebrate milestones, and create meaningful experiences. Fridays hold a special tradition in their home. Caitlin greets her children with “Happy Fantastic Fun Friday,” a reminder to pause and celebrate the week. It does not have to be extravagant. It simply has to be shared.

Outside of work, Caitlin gravitates toward lifestyle design, wellness, fashion, travel, renovation, and investment strategy. She believes homes should create calm, peace, and inspiration. Spaces should feel intentional and unique.

Her mindset is shaped by a simple philosophy: “Discipline equals freedom.”

Building a Legacy

Looking ahead, Caitlin’s vision centers on financial independence and long-term impact. She plans to expand her real estate portfolio strategically, grow her personal brand nationally, develop digital products that support entrepreneurs, and eventually write a book capturing the lessons that shaped her journey.

Her ultimate goal is clear: build generational wealth and create options. Work becomes a choice, not a necessity.

When asked what she wants people to understand about her business, she answers without hesitation.

“I don’t just sell homes. I build strategy, opportunity, and legacy.”



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