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OCTOBER 2026

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TIM DENT

ALL IN



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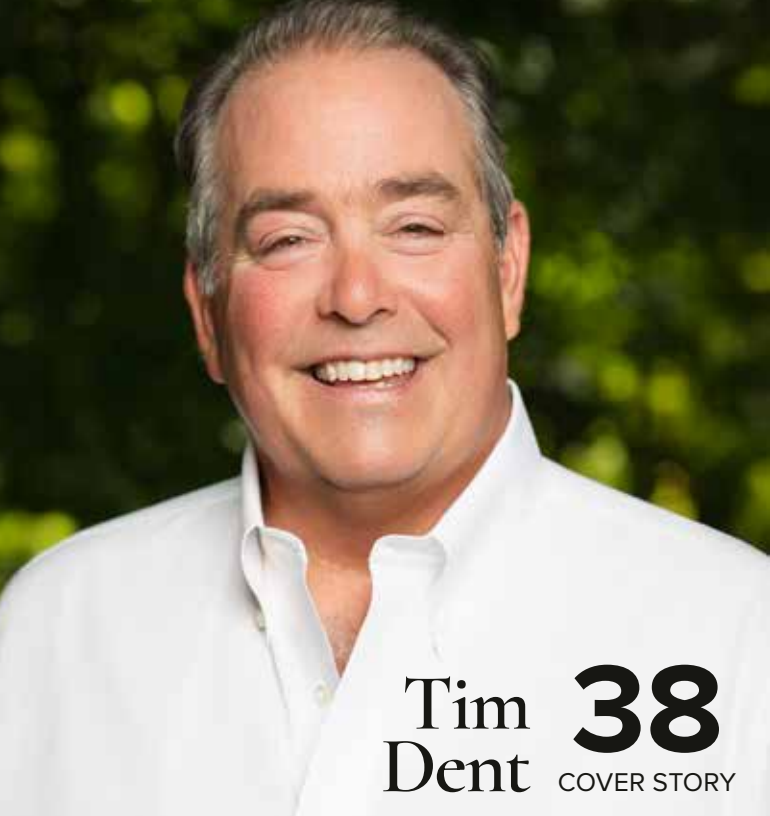


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PROFILES



Stephanie Ferreira



Deering Rose of C2C Home Edit

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THE MARKET WILL CHANGE. *Will You?*



Fairfield County has been an interesting place to sell real estate over the last several years.

And by “interesting,” I mean buyers fighting over houses, homes disappearing quickly, and plenty of sellers getting numbers they never expected a few years earlier.

The market remains incredibly competitive today. Over the three months ending in July, Fairfield County’s median sale price was up 9.3% from a year

earlier. More than 62% of homes sold above asking price, and the average sale-to-list ratio was 103.9%. Then you look at the rest of the country. Nationally, more than 1.1 million homes were actively listed in August. The median listing spent 60 days on the market. More than one in five listings had a price reduction, and the national median list price was down 1.3% year over year. Pending sales also slipped below last year’s level for the first time in eight months.

That is a pretty different world from much of Fairfield County right now. But markets change. So the question is not whether your market will ever look different. The question is what you are doing now to prepare for when it does.

What happens when there are more listings than buyers? When your seller calls after 45 days asking why nobody has made an offer? When putting a property on the MLS no longer creates an immediate bidding war?

Are you going to walk into a Real Producers event with a three-ring binder filled with listings and start asking everyone who has a buyer? Because I’m fine with that. That is part of the point.

Right now, knowing another top agent might help your buyer learn about a listing before everyone else. A relationship built at one of our events might make a difficult transaction a little easier because you already know the person on the other side of the table. When the market shifts, those same relationships become even more important.

Suddenly, knowing the agents doing the most business throughout Fairfield County means knowing the people who have buyers. Knowing a great lender, attorney, inspector, contractor, stager, or other local professional means having someone to call when your client has a problem and needs an answer.

That is why we do this. It is why we hold the events. It is why we share the stories behind some of the best agents in this market. It is also why we are so selective about the businesses involved with Real Producers.

Our Preferred Partners Index is meant to serve as a resource. Every business involved with us came through a referral from an agent in this community and went through our vetting process. If you need someone in a category we do not currently have, reach out. Tell me what you are looking for, and I will do the research.

The goal is simple. Do not wait for a harder market to start building the network you wish you already had. Build it while things are good.

And on that note, **save the date for our next Gold Coast Real Producers event on November 17 at Gates Restaurant in New Canaan.**

Come meet a few more people before you need the binder.

See you soon,



Sam Kantrow, Publisher



WHAT IS REAL PRODUCERS?

WELCOME TO GOLD COAST 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.

I appreciate you, and I look forward to seeing you at our next event soon.



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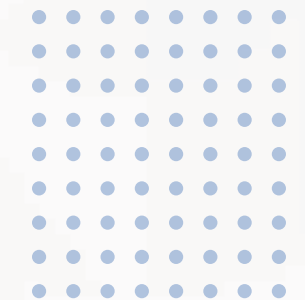
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What Really Makes an Offer Win

BY TIM MARTIN, GUARANTEED RATE AFFINITY

In today's competitive real estate market, a seller's default is to focus on one thing: Price. But experienced real estate professionals know the highest bid does not always become the winning offer. In many cases, certainty, speed, flexibility, and trust carry as much weight as the top dollar.

As mortgage and real estate professionals, it is important that we educate consumers to understand that the ideal offer is about more than price alone. The structure behind the offer, paired with the professionals guiding it, often determines whether a transaction closes smoothly or becomes a stressful experience filled with delays, renegotiations, or worse, failure.

From a seller's perspective, certainty is desired. A seller may receive an offer that is higher, but if that offer comes with financing uncertainty, extensive contingencies, or an inexperienced team, the risk of being "back on the market" increases. That risk, and the associated stigma, may outweigh the potential reward of chasing the extra money. Sellers ultimately want confidence that the buyer can get to the closing table at the original terms.

That confidence, in part, comes in the form of a

trusted local lender. Listing agents and sellers often feel more comfortable when they recognize the mortgage professional associated with the offer. A local loan officer with a reputation for solid communication, responsiveness, and reliably smooth closings provides reassurance that the financing side of the transaction is in capable hands. Listing agents advising their sellers can advise with confidence that "this one will get done" while the other offers may not. Ultimately, the sellers must weigh it all, but as educated consumers, they understand the importance of terms.

In competitive negotiations of highly valuable assets, reputation matters. Sellers and listing agents frequently ask themselves questions such as: Has this lender closed transactions in this market before? Do they communicate proactively? Can they solve problems quickly if issues arise? A well-qualified buyer backed by a respected local lending team can often compete successfully against a higher-priced offer that is supported by unfamiliar or less proven financing sources.

Contingencies also play a major role in an offer's strength. Financing contingencies, appraisal contingencies, home sale contingencies, and inspection requests all affect how a seller evaluates risk. The cleanest offer is not always possible or appropriate for every buyer, but strategic preparation can make a significant difference. Again, an educated buying consumer can weigh the balance

between a more competitive offer and risk mitigation.

Buyers who are fully underwritten upfront with strong documentation prepared early and who work with experienced professionals are often in a better position to reduce uncertainty and shorten timelines. This creates a smoother process for everyone involved but involves the loan officer and buyer engaging well ahead of identifying a prospective home.

Speed is another critical factor. Many sellers value the ability to close quickly, especially if they are relocating, have already purchased another home, or are managing financial or family timelines. However, speed is not universally the top priority. In some cases, flexibility is even more valuable – especially when a seller isn't quite sure where they are landing next.

Some sellers may need a delayed closing to coordinate the purchase of their next property. Others may request a post-closing occupancy agreement or "lease back" option that allows them to remain in the home temporarily after closing. Buyers who can accommodate these needs often create a meaningful competitive advantage, even if their offer is not the absolute highest.

The ultimate key is collaboration between the real estate agent and mortgage professional as a team. Strong communication and creative problem-solving can help

structure terms that protect a buyer while aligning the buyer's desired outcome and the seller's priorities.

Ultimately, winning offers tend to succeed because they balance three key components: price, certainty, and flexibility.

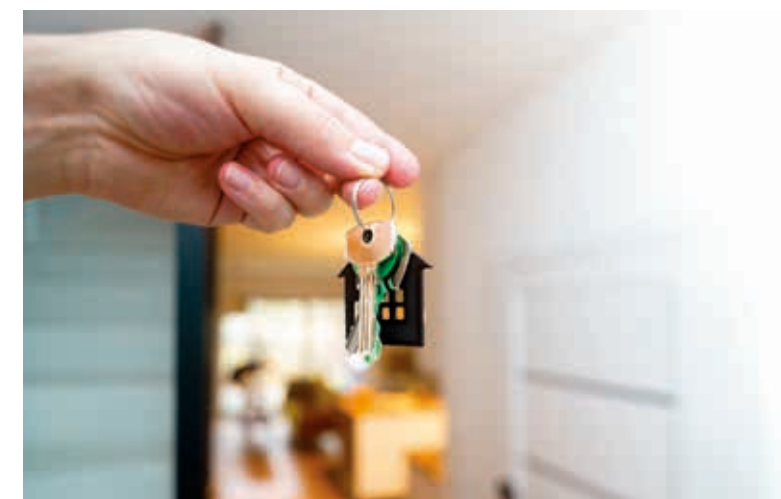
Price will always matter. But sellers are choosing the path that gives them the greatest confidence the transaction will close successfully and with the least amount of stress.

For real estate professionals, this creates an opportunity to educate buyers and their advisors more effectively. Helping buyers strengthen the overall quality of their offer — through lender

preparation, reduced contingencies where appropriate, flexible terms, and a trusted local team — can often be the difference between winning and losing in a competitive market.

Real estate is an industry built on relationships where trust still matters. Buyers, sellers, agents, attorneys, and lenders all benefit when experienced local professionals work towards a common goal. The strongest transactions are rarely just about the highest price. More often, they are about confidence, communication, and execution.

That combination continues to win deals in every type of market.



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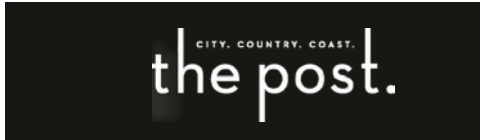
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STEPHANIE FERREIRA

MAKING WAVES

PHOTOS BY PERSPECTIVE REAL ESTATE MEDIA

Stephanie Ferreira did not enter real estate quietly.

Within just a few years, she built a recognizable coastal brand, landed among the top agents at her brokerage, stepped in front of the camera for a national real estate television show, and was selected as one of only five Better Homes and Gardens Real Estate brand ambassadors in the country for 2026.

But long before real estate became her career, Stephanie already understood the power of a great story.

The daughter of a builder, she grew up around real estate and remained involved with her family's properties throughout her adult life. Professionally, however, she took a different path, spending 20 years in marketing and branding within the cosmetics industry. She built networks, developed digital and social media strategies, and learned how to connect people to a brand in a way that felt personal.

During COVID, those two worlds finally came together.

Stephanie was raising three young sons, navigating homeschooling, and reconsidering a career that had her traveling frequently. She decided to earn her real estate license, initially as a way to continue building her own investment portfolio.

She quickly realized it could be much more.

"I can do real estate, I'm really good at this, and I get to be mom," she remembers thinking.

Just as importantly, Stephanie saw an opportunity to bring her marketing background into an industry where she felt it was often missing. She knew how to build a brand, create professional content, and tell a story. Instead of leaving that experience behind, she made it the foundation of her new career.

Then she found the perfect story to tell: coastal Connecticut.

Born in France to Portuguese parents, Stephanie came to the United States at seven years old and grew up in Connecticut. As a young adult, she discovered Milford



and fell in love with a coastal community that had been practically in her backyard all along.

She and her family rented a small house near the beach, then bought in the area. Over more than 15 years, they owned four homes on the same street. At one point, they even opened a popular beach cafe there, creating a Mediterranean-inspired destination complete with palm trees.

“THE CONTENT NEEDS TO BE AUTHENTIC TO WHO YOU ARE & *who you are as a human being.*”

— STEPHANIE FERREIRA



Those palm trees eventually followed Stephanie into real estate.

Today, her Stephanie Ferreira Coastal Living Homes brand has become synonymous with the lifestyle she genuinely lives. Her logo features a palm tree. Her golf cart carries her branding as she transports paddleboards around the shoreline. Her own coastal rental, The Palms Beach House, carries the theme throughout. And when her buyers close on a home, they receive a six-foot palm tree.

“If you see a palm tree along the coast or anywhere around, Stephanie sold it,” she jokes.

It is fun, memorable, and distinctly Stephanie. It is also backed by results.

Since entering the business, Stephanie has consistently ranked among the top 10 agents at Better Homes and Gardens Gaetano Marra Homes, a brokerage that has grown to approximately 250 agents. She credits much of that success to identifying a niche, investing in professional photography and video, continuing to learn, and staying consistent.

She has also built a community around her business. Many of Stephanie’s clients are women, and empowering them to feel confident making major decisions about homeownership has become an important part of her work. Clients often become friends, stay connected through social media, and eventually send referrals her way.

Stephanie sees similarities between her former career and her current one.

“I used to sell luxury goods, and now I’m selling luxury homes,” she says.

In both, success comes down to understanding the person in front of you.

That philosophy also shapes Stephanie’s approach to social media. Rather than chasing followers, she encourages agents to identify their own audience and let people see who they really are.

“It’s not about the amount of followers you have,” she says. “The content needs to be authentic to who you are and who you are as a human being.”

That authenticity has helped take Stephanie far beyond traditional real estate marketing.

She recently completed a year filming The American Dream TV alongside fellow Better Homes and Gardens agent Lauren Auresto. Instead of simply showcasing listings, the pair highlighted the communities, businesses, food, experiences, and people that make Connecticut special. Their segments took them from paddleboards and lobster rolls to helicopters, luxury hotels, and Porsches.

Her expertise also earned national recognition within Better Homes and Gardens Real Estate. After speaking on a panel about social media and digital marketing, Stephanie was selected as one of only five agents nationally

to serve as a brand ambassador for 2026.

Yet behind everything she has built, Stephanie is still the mom of three beach-loving boys, a sports mom, traveler, paddleboarder, and someone who

genuinely loves the lifestyle she markets.

Perhaps that is why the brand works so well.

Stephanie did not invent a persona for real estate. She simply figured out how

to turn the life she already loved into a business people would remember.

And just a few years in, she is already making waves. 🌊



“IF YOU SEE A *palm tree* ALONG THE COAST OR ANYWHERE AROUND, *Stephanie sold it.*”
— STEPHANIE FERREIRA



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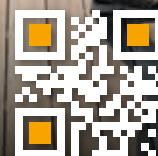
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DEERING ROSE

OF C2C HOME EDIT

PHOTOS BY CONNOR UITTERDIJK OF ELEVATE STUDIOS



Turning “I Think I Can” Into a Business

WHEN A REALTOR CALLS DEERING ROSE, IT’S USUALLY BECAUSE A CLIENT IS STARING DOWN AN IMPOSSIBLE LIST. CABINETS NEED EMPTYING. DONATION AND DUMP RUNS NEED ARRANGING. FURNITURE NEEDS SOMEWHERE TO GO. A LIFETIME OF BELONGINGS NEEDS SORTING BEFORE THE HOUSE CAN EVEN GO ON THE MARKET.

Deering’s first move is always to make that list smaller—and less stressful.

“The only things you need to worry about are what you’re taking with you,” she tells clients. The papers, sentimental pieces, and valuables they intend to keep come out first. C2C Home Edit takes it from there. For a Realtor, having someone who can walk into a complicated situation and move it forward is invaluable. For a family, it means not having to figure everything out alone.

That’s made Deering and her team a go-to partner for Realtors across Fairfield County. The work has grown well beyond organizing and estate sales. C2C also handles pre-demolition sales, working with some of Fairfield County’s largest luxury home builders and architects to find value in parts of an existing home before it is torn down. C2C has continued to expand its repertoire, adding downsizing, move management, and home cleanouts—making C2C Home Edit a true “One Stop Residential Services Solution Company.”

Deering didn’t set out to build any of this.

FROM A BUSINESS CARD TO A FULL-SERVICE COMPANY
When Deering became a single mother with a three-year-old son, she found herself figuring out what came next. She had worked in real estate, marketing, and advertising, and worked alongside a designer. She had also owned an indoor golf facility in Vail, Colorado, where she lived for 15 years and was a sponsored snowboarder.

Building a company wasn’t the plan. Then two friends planted an idea. Home organization was catching on, they told her, and Deering was detail-oriented, knew Realtors throughout Fairfield County, and had a natural eye for order. So she made a business card and started organizing homes.

What became C2C grew from there, largely because Deering kept saying yes to things she hadn’t done before. The turning point came while organizing a client’s home in New Canaan. The woman called one evening: Her husband had accepted a job out of state,



the family was moving, and she needed an estate sale. Could Deering run it?

“I’ve been to a few. I think I can figure it out,” Deering told her.

She did. That first sale, in early 2016, opened an entirely new side of the business.

GROWING THROUGH CHANGE
Deering kept organizing homes while adding estate sales, and when COVID hit, C2C saw another surge. While many estate sale companies moved to online-only auctions, Deering continued offering in-person sales with precautions in place, just as families relocating from New York to Fairfield County needed to furnish their new homes. At the same time, homeowners were finding that they couldn’t get new furniture because of enormous backorders. Estate sales became one of the few places where buyers could find pieces immediately, and the business grew with the demand.

As clients’ needs shifted, so did C2C’s services. Organizing led to estate sales. Estate sales led to home cleanouts. Downsizing clients needed help packing,





Photo by Isabelle Rose

unpacking, and moving into their smaller homes; other clients needed online auctions. Without planning it, Deering had built a company that could help families through nearly every stage of a transition.

That evolution also led Deering to launch a second company, Simply Estatic, LLC, a high-end auction company that sells through LiveAuctioneers and Invaluable. When higher-value pieces don't sell during a client's estate sale, Simply Estatic photographs the items and places them in an upcoming auction. Deering believes that even when an item doesn't sell in an in-home sale, it may still have value, and Simply Estatic gives her clients another platform for finding the right buyer.

"It's not really just about organizing or running estate sales," she says. "It's about helping people through major

life transitions in a practical, gentle, respectful, and thorough way."

That instinct—walking into a chaotic situation and quickly understanding what matters—is a big part of why families and Realtors keep calling. It matters even more when families have lost someone. An estate sale isn't simply about clearing a house; it's about belongings that may represent decades of memories, and Deering believes families deserve to know exactly what's happening with them every step of the way.

That's why transparency is one of C2C's top priorities. Deering walks clients through pricing, documents funds from each day of a sale, and makes sure families know how much significant items sold for. If pieces move to the company's warehouse for auction, clients know where they're going. Rather than pricing items based on online listings, she researches what comparable pieces have actually sold for. That allows for honest conversations about value—and about whether selling a piece makes sense at all.

That same care extends to what happens after a sale. C2C makes every effort to keep usable items out of landfills, regularly coordinating with smaller local charities and libraries, as well as organizations such as the Salvation Army, United Breast Cancer, and Habitat for Humanity, to give unsold belongings another life. During home cleanouts, pickups are often arranged in advance so as much as possible can be donated, reused, or resold to benefit the community. Even items with little resale value are considered: Unsold sheets and towels, for example, are bagged and delivered to local animal rescues. For Deering, the goal is always to maximize what can be reused or donated before anything is discarded.



IT'S ABOUT HELPING PEOPLE THROUGH MAJOR LIFE TRANSITIONS IN A PRACTICAL, RESPECTFUL, AND THOROUGH WAY."

— DEERING ROSE



Deering was born and raised in Westport, attended Greens Farms Academy from K–8th grade, and graduated from Staples High School in 1984. She remains deeply rooted in the community. Her 94-year-old mother lives with her family, and her son, heading into his senior year at Staples, works estate sales over the summer and on available weekends. Her partner, John, works with C2C as well, assisting with company operations.

Her lead assistant, Gloria, came to C2C with years of estate sale experience and has since brought several family members onto the crew. C2C is now capable of running multiple estate sales in a single weekend. Another key team member, Stacy Cahill, C2C's de facto partner, recently relocated to Coastal Carolina and opened a C2C outpost there, extending the company's services beyond Connecticut.

"It's a bit of a family affair, which I love," Deering says.

Outside of work, Deering is happiest outdoors: hiking, walking her dog, snowboarding, or paddleboarding with girlfriends after work. At home, a rescue dog, three rescue cats, and her family keep her busy and grounded.

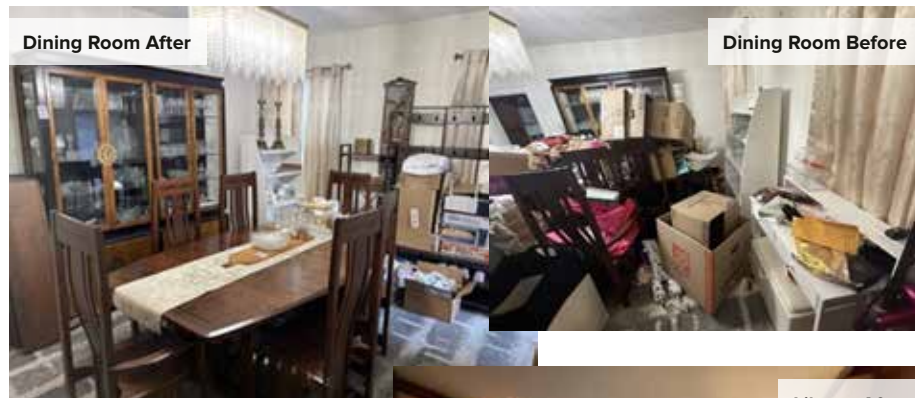
Today, C2C's calendar regularly fills weeks in advance, something Deering doesn't take lightly.

"We're very honored and humbled that we're called as often as we are," she says.

It's a long way from the business card she made when two friends suggested she try home organization. But the approach hasn't changed: A client has a problem, Deering listens, and she finds a way to make an overwhelming situation feel manageable.

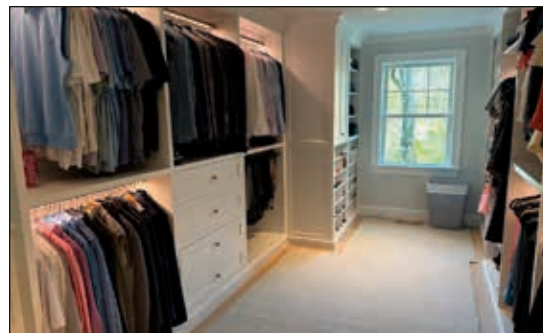
Years ago, when that first client asked if she could run an estate sale, Deering's answer was simple:

"I think I can figure it out." She's been figuring it out for families ever since. ▀



"WE'RE VERY HONORED AND HUMBLLED THAT WE'RE CALLED AS OFTEN AS WE ARE."

— DEERING ROSE





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Tim DENT ALL IN

PHOTOS BY JOE CRAWFORD PHOTOGRAPHY

Before Tim Dent spent three decades building a successful career in real estate, he was running a crab cake business. Real estate wasn't even something he was particularly interested in. One of Tim's high school friends owned a Century 21 office and had been trying to convince him to get his license for years. Tim kept brushing him off. He had always been a student of sales and marketing, but real estate simply didn't appeal to him.

Eventually, the timing changed. Tim was ready to try something new and liked the idea of being responsible for his own success. So he called his friend and jumped in. "It was like the skies opened, the beam of light came shining down, the angels were singing," Tim says, smiling. He had found where he belonged.

Today, Tim is with Coldwell Banker Real Estate in Ridgefield and is serving clients throughout Fairfield County. Nearly 30 years into the business, the enthusiasm hasn't disappeared. If anything, his appreciation for the career has grown. Getting there, however, required a leap of faith.

Tim initially attempted real estate part-time before realizing within a month or two that it wasn't going to work. If he wanted to succeed, he needed to commit completely. His first year wasn't glamorous. Tim knew a few local builders, so he hustled to find land and teardown opportunities, hoping to sell the properties to builders and eventually earn the listings on the homes they constructed. He made roughly \$15,000 to \$16,000 that year and remembers working two or three jobs while trying to establish himself. His wife, whom he describes as his biggest supporter, believed in him. Tim

decided to bet on himself. "You've gotta jump in with both feet and give it 110%," he says.

That willingness to go all in has become something of a theme in Tim's life. Over the next three decades, his business grew from hustling for those first listings into a thriving team built largely around one simple principle: do right by people.

Today, Tim is supported by a team of seven, including buyer agents, a client care manager, a listing coordinator, and a transaction coordinator. He is quick to give them credit for what they have built together and says he is grateful for them every day. "I couldn't do it without them," he says.

Tim genuinely cares about his clients and approaches every negotiation with their best interests in mind. If there is another \$10,000, \$20,000, or \$50,000 to be gained for a seller, he wants it in their pocket. If there is money to be saved for a buyer, he'll fight just as hard for that. It's the same lesson he has tried to teach his two sons. "At the end of the day, you want to be able to look in the mirror and like what you see," Tim says. For Tim, that matters more than any individual transaction.

As his business expanded, he worked to make that philosophy part of the team's culture. Their mantra is "Elevate the experience," and Tim continually challenges everyone, from agents to the back office, to look at each step of the process and ask how they can serve clients better.

Thirty years of experience haven't made him complacent, either. Tim and his wife regularly attend conferences and real estate masterminds, and he still describes himself as a student of the business. He goes looking for the next idea, system, or small

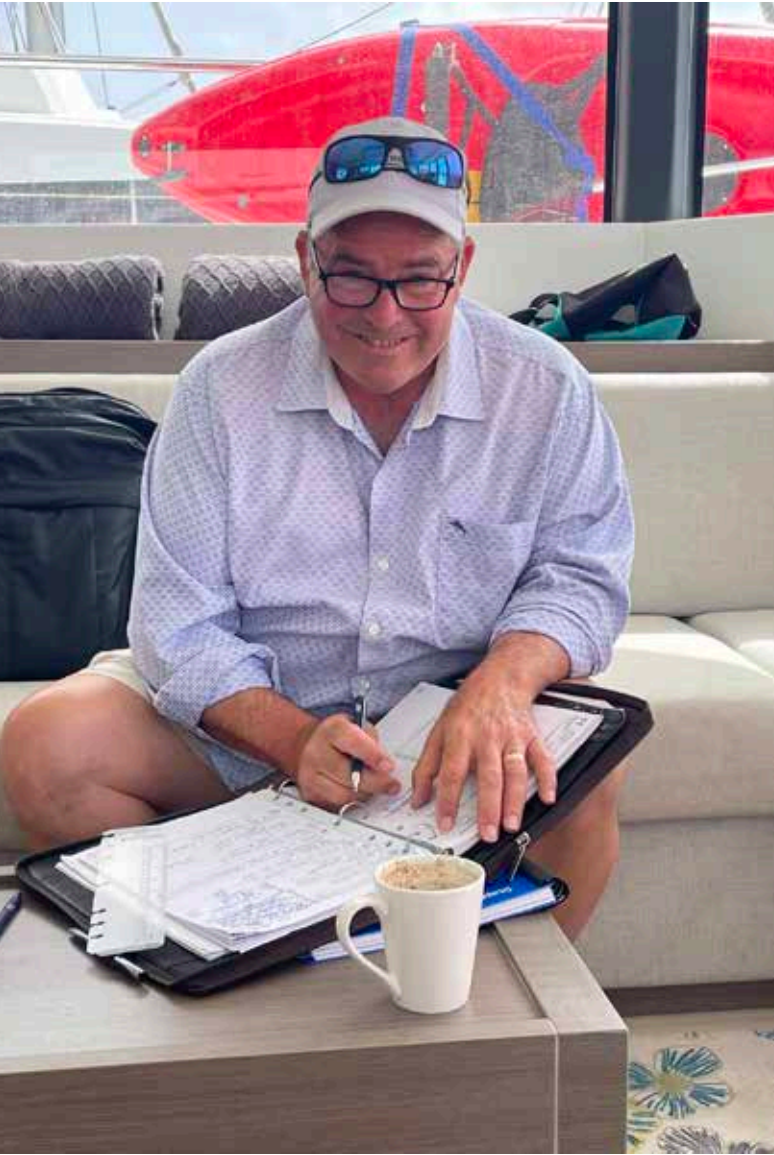
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At the end of the day, you want to be able to look in the mirror and like what you see. For me, that means **doing right by people, putting my clients first**, and knowing we **gave them everything we had.**"

— TIM DENT

improvement that could make his team better. The question is always the same: What can we do better? How can we make the client experience better?

That mindset became particularly important when the market tightened. While others focused on low inventory and difficult conditions, Tim challenged his team to focus on what they could control. They improved their marketing, strengthened systems, and revisited processes he had wanted to refine for years but had been too busy to address. Instead of retreating in a difficult market, they improved. The result? The team's best year ever, following what had already been its second-best year. He acknowledges that so much of his success is from the dedication of his team. "Just focus on what we can do every day for our clients," Tim says.

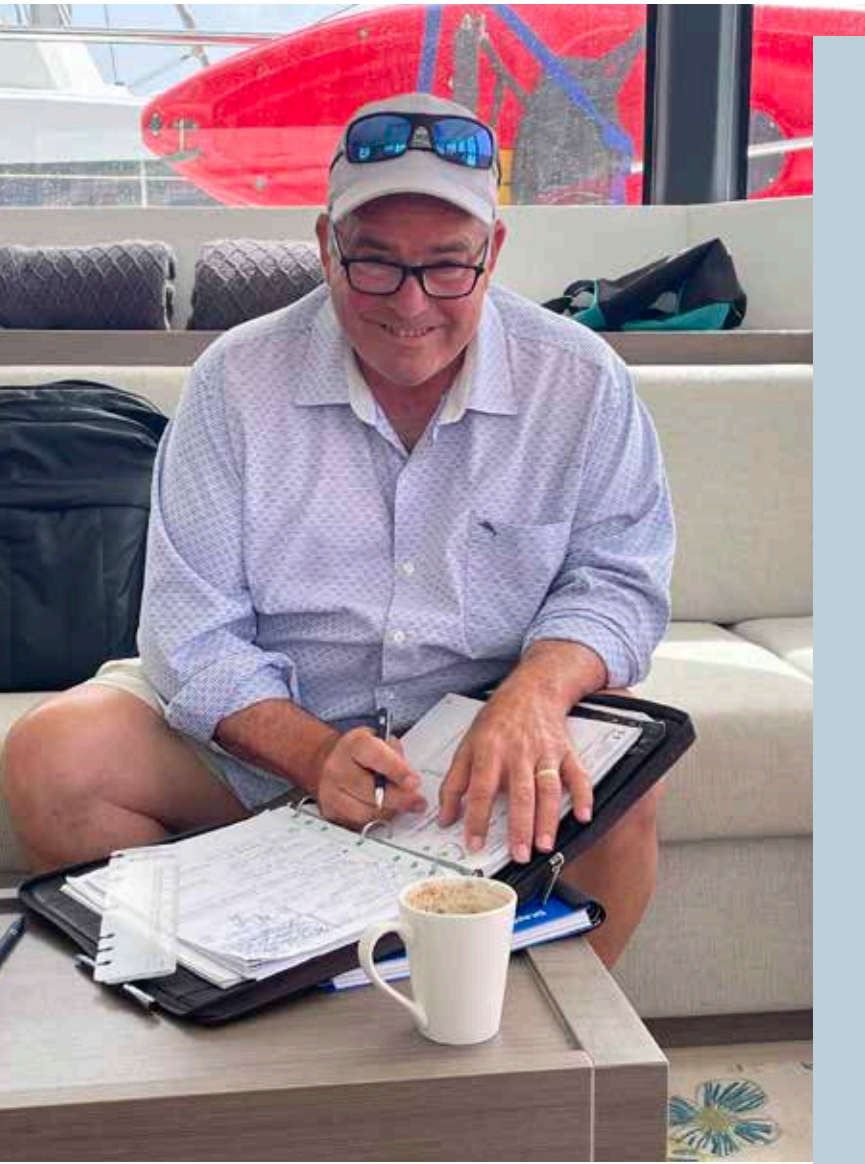


For him, mindset isn't a business buzzword. It's how he lives. Recently, Tim took on the 75 Hard challenge, which requires 75 straight days of disciplined workouts, nutrition, reading, and other daily commitments. He even changed the name in his own mind. He called it "75 Strong." Rather than focusing on how hard each day would be, Tim chose to think about how much stronger he was becoming.

That approach feels especially fitting for someone whose life has rarely followed the predictable route. Long before real estate, Tim lived and worked in Alaska's tourism industry. It's where he learned to connect with people from different backgrounds and, more importantly, where he met his wife.

They have now been married for 30 years and have two sons. Tim is quick to make his priorities clear. "First and foremost, I'm a father and a husband."





“
You’ve gotta jump
in with both feet and
give it 110%.”
— TIM DENT

About a decade ago, Tim and his wife made a decision most families would only dream about. They bought a boat, took their boys out of school, and spent two and a half years living aboard it. The family cruised the East Coast and the Bahamas. Eventually, they shipped the boat from Florida to Victoria, British Columbia, rented an RV to visit national parks while it was being transported, then boarded again and cruised north to Alaska.

For Tim, bringing his boys back to the place where his own story with their mother began was something special. Today, the family still loves boating, hiking, and being outdoors. Tim and his wife even have a boat in the British Virgin Islands that they charter when they’re not using it.

And after nearly three decades in real estate, Tim is still looking for the next opportunity to grow. That may be the thread connecting everything he’s done. Whether it was leaving one career for another, surviving a first year on \$15,000, building a team, navigating a difficult market, living on a boat with his family, or committing himself to 75 straight days of discipline, Tim has never been particularly interested in doing things halfway.

He jumps in. He learns. He adjusts. And then he keeps going.

Thirty years later, the decision to bet on himself has paid off in ways that extend far beyond real estate. Because for Tim Dent, success has never simply been about selling more homes. It’s about building a business and a life he can look back on and feel good about.

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