

## AGENT PROFILE *Laura Sydney*

# Strong negotiator, marketer

Prior to becoming a real estate agent 15 years ago, Laura Sydney was in the advertising industry in New York City. She also studied interior design and had her own small decorating business after moving to Connecticut.

Her father and his wife were Realtors here and her family builders, so that was Sydney's entry into the real estate business. She started out specifying materials for luxury new construction homes in Weston and Westport and moved on to catering lunches for broker's open houses.

"Then I decided to get my real estate license and started what I thought to be a part-time job while my kids were small, so I could ramp up to full time by the time they left home," the agent said, adding that she quickly realized that to be successful, there is no such thing as "part time. Her career took off fairly quickly and has been on an upward climb ever since.

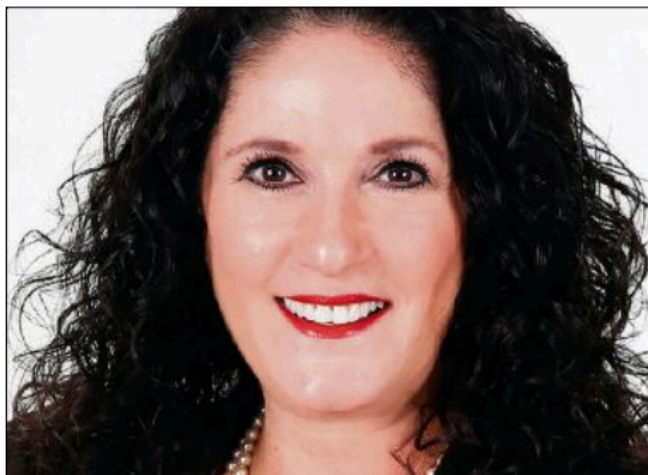
"Selling real estate utilizes all of my unique skill sets, which is what sets me apart from others," Sydney said.

In college, she had dual majors in The S.I. Newhouse School of Public Communications (advertising) and Whitman School of Management (Marketing) at Syracuse University. She also studied interior design at the New York School of Interior Design.

In addition to her education and work experience in advertising, marketing, sales, interior design and home staging; she also has a background in psychology.

"Clearly all of these areas come into play when dealing with clients, marketing properties, understanding and communicating home design and construction as well as creating your brand and running your own business," she said.

Sydney is a strong negotiator since she



**Business:** William Pitt Sotheby's International Realty

**Lives:** Fairfield

**Office:** Southport

**Expertise:** Unique and luxury properties, new construction, condominiums and corporate relocation

**Contact:** lsydney@ wpsir.com, (203) 610-3949

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understands ego and human nature as well as the importance of a "win/win" strategy in creating a favorable outcome. Among her greatest strengths is her ability to collaborate and come up with creative solutions, she said, adding she works well with others as opposed to being adversarial.

She has received the CT Magazine Five Star Real Estate Agent Award from 2013-2016 and have consistently been a Sotheby's top producer since joining the company in 2011.

Sydney has lived in Fairfield for 22 years where she and her husband have raised two children. She enjoys boating, entertaining, theater and renovating homes.