

AGENT PROFILE *Rebecca Staub*

Luxury services at all prices

Becoming a real estate agent is something Rebecca Staub always dreamed about doing while sitting in her cubicle at her 9-to-5 job. So, three years ago, when it came time to go back to work after her second child, she decided to take the leap of faith and start her career in real estate.

Her philosophy is offering luxury services across all price points, she said.

The agent notes that professional photography, floor plans and staging are so important these days because everyone's "first showing" is actually online. "So these are things I provide for my clients no matter what their price point," she said.

Staub has a background in finance so using business sense in an emotional process allows her to help her clients stay grounded, she said.

"If it doesn't seem like a good investment or if something might affect resale, I am sure to point that out to my buyers to help them make an educated decision," Staub said, adding that similarly she also makes suggestions of how sellers can improve the value of their investment.

She finds the most rewarding part of her career is getting to the closing table and having both sides content with what they are getting out of the deal.

Since she is a millennial, Staub feels social media is her forte and a wonderful way to market her listings.

"I am also design obsessed and love working with buyers who are looking to put their own stamp on a property," she said. "I love when they invite me back and



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have executed all the things we talked about when we were looking for properties."

She serves the communities of Bethel, Danbury, Redding, Ridgefield and Wilton, and enjoys volunteering at her children's school in her free time.

In addition to her real estate license, Staub, who is married, has a bachelor's degree in business administration from Northeastern University.