

AGENT PROFILE *Laura Sydney*

Knowing how to market homes

Laura Sydney has been a Realtor for the past 15 years; prior to that she was in the advertising industry in NYC. 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 were builders, so that served as Sydney's entry into the real estate business.

"I 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," she 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 her unique skill sets, which is what sets her apart from others.

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, she 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," Sydney said.

Her business philosophy is to treat clients as lifelong relationships, not as one-



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time transactions. The agent's approach to real estate reflects how she operates in all areas of her life; with hard work, commitment, attention to detail, honesty and integrity being paramount.

She is an accredited Buyers' Agent, an accredited Home Staging Professional and Certified Relocation Specialist.

She has received the CT Magazine Five Star Real Estate Agent Award from 2013-2016 and had consistently been a Sotheby's top producer since joining the company in 2011. She has lived in Fairfield for 22 years where she and her husband have raised two children. She enjoys boating, entertaining, theater and renovating homes.