

AGENT PROFILE *Laura Sydney*

# Interior design, staging expert

**L**aura Sydney has been a Realtor for more than a decade and a half, after getting her start in the business thanks to her father and his wife who were Realtors. Prior to that, the agent was in the advertising industry in NYC. She also studied interior design and had her own small decorating business after moving to Connecticut.

After obtaining her real estate license and starting what she thought to be a part-time job while her kids were small, her career took off quickly. She realized early on that to be successful in real estate, there is no such thing as part time.

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.

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

"William Pitt Sotheby's International Real Estate supports my business and clients by providing unparalleled and cutting-edge marketing tools, whether in the digital, print or social media space," Sydney said, adding that she pays utmost attention to detail and takes the time to necessary to find the unique value that exists in every home, then trans-



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

**Lives:** Fairfield

**Office:** Southport

**Expertise:** Interior design, luxury properties and new home construction

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

---

---

lates it into an outstanding listing.

It certainly helps that she is a designer and certified home stager, so her clients get the benefit of a practiced eye in presenting their home in the best possible light, according to the agent.

"My breadth of experience — I have marketed homes with tennis courts at indoor tennis facilities in neighboring towns and as well as waterfront homes with docks at boat shows from Connecticut to Florida — and tireless effort produces results."

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.