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**JAIME &
KENDALL
SNEDDON**

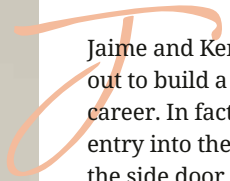
THE POWER DUO

JAIMIE + KENDALL *Sneddon*



The Power Duo

JOE CRAWFORD PHOTOGRAPHY



Jaime and Kendall Sneddon never set out to build a traditional real estate career. In fact, they often joke that their entry into the industry came through the side door, fueled by curiosity, a shared love of homes, and a willingness to learn by doing.

Today, the Sneddon Team is based in New Canaan, Connecticut, operating under William Pitt Sotheby's International Realty. Jaime and Kendall co-lead a four-person team that includes Aileen Mastey and George Bakes, and together they have spent more than two decades immersed in Fairfield County real estate. In New Canaan, Jaime notes that their results have placed them at the top of the market for years, with annual residential sales volume consistently exceeding \$100 million and a track record of being the town's top-selling agents for roughly 15 years.

Their path to that level of production started far from real estate.

From Corporate Life To A Hands-On Passion

Before real estate became their full-time focus, both Jaime and Kendall spent about 15 years in corporate America. They worked at American Express in Manhattan and built successful careers, but outside of office hours, their "hobby" looked a lot like what would later become their competitive advantage: identify a home's best features, make it look great, expose it everywhere, and sell for a profit.

Long before home-flipping became mainstream entertainment, they were already renovating in their spare time because they enjoyed it. After purchasing their first home, they would make improvements, live there,





Kendall Sneddon is known for her relationship-driven approach and dedication to helping clients navigate every step of the real estate journey.



“Real estate has always been about relationships for us, not just transactions, and that’s what keeps clients coming back.”

Kendall Sneddon

and then sell and move on to the next project. Over time, that pattern didn’t just satisfy a creative outlet; it began to supplement their income and shape how they thought about value.

A major turning point came in the aftermath of 9/11. Kendall’s division at American Express was relocated to Connecticut after damage to their building at the World Financial Center, and around the same time, Jaime was moving his career in the same direction. Instead of continuing a New Jersey-to-Manhattan commute, they made the decision to move to Connecticut. Shortly after, they had twins, and Kendall stepped into a stay-at-home role for a period, only to realize she was happiest when she had a professional mission outside the home. At the same time, Jaime was

preparing to leave corporate life as well. They looked at what they loved most and made a bold decision: turn their real estate passion into their livelihood.

A Big Early Swing And An Even Bigger Lesson

Like many high achievers, Jaime and Kendall didn’t start small. In 2005, they left corporate America and opened their own brokerage firm in New Canaan, securing roughly 5,000 square feet of space downtown. Jaime describes that era candidly, admitting they thought they needed to own a firm rather than simply be agents. They invested heavily in infrastructure, advertising, recruiting, and building what they believed would be “a better mousetrap.”

Then reality and the market delivered a clear message.

As the industry began shifting online, the classic brick-and-mortar model made less and less sense. Real estate, they realized, wasn’t a business built on a fancy office. It was a business built at kitchen tables, in living rooms, and through a strong professional presence where clients actually needed support. By September 2008, just before the Great Recession intensified, they made a pivotal decision: step away from running a brokerage and focus fully on the work they loved most, serving buyers and sellers directly.

Jaime calls the money and effort of those early years “tuition,” because it accelerated their learning curve. It also sharpened their clarity around what matters most: expertise, relationships, and long-term trust.

More Than A Transaction: A Relationship-First Philosophy

Ask Jaime and Kendall what separates the true top producers from the rest of the field, and the answer isn’t a single tactic or marketing trick. It is consistency, professionalism, and genuine service.

Jaime observes that in towns like New Canaan, Darien, and Greenwich, a small group of agents tends to do the “lion’s

share” of the business. Those agents are full-time, deeply knowledgeable, and easy to work with. In high-stakes markets where the median home price hovers around \$2.5 million and transactions routinely land in the \$5 million-plus range, clients are making decisions comparable to major investment moves. Jaime often draws a parallel: if someone were placing \$5 million into the stock market, they would demand strong advice and clear guidance. He believes a primary residence deserves the same seriousness because it is often a family’s largest financial asset.

“For most families, a home is their largest financial investment, and it deserves thoughtful guidance and real expertise.”

Jaime Sneddon



Jaime Sneddon brings decades of experience, market knowledge, and a strategic investment mindset to every client he serves.

Kendall echoes the same mindset, emphasizing that they do not treat real estate as a one-off transaction. They approach it as a relationship business. That means understanding a client’s goals, advocating for them with clarity, and building a connection that lasts well beyond the closing.

It also means staying “on the pulse” of the market. Kendall points out that in low-inventory environments where listings are limited and competition is constant, top agents can’t disappear for months at a time. They must remain active, touring homes, attending open houses, keeping in touch with the brokerage community, and maintaining honest working relationships with other agents. When a client calls for a market assessment or guidance, the best agents are already prepared because they’ve never stopped paying attention.

A Renovation Mindset That Strengthens Representation

One of the Sneddon Team’s distinguishing strengths is its background in renovation and development. Before they were known primarily for brokerage, they were actively buying, improving, and flipping homes. Even now, their business is roughly 95% brokerage and 5% development, and Jaime still steps into



one or two renovation projects each year, often not because it is the most profitable use of his time, but because it deepens the relationship and helps clients feel supported.

For clients relocating from New York City or from out of state, that support can be invaluable. Many buyers see potential but also see work: a dated

kitchen, a basement begging to be finished, a primary bath that needs a full refresh. Jaime and Kendall’s experience allows them to quickly help clients estimate what changes could look like, what they might cost, and how long they may take. It also helps buyers avoid costly mistakes, like choosing a location that will create daily friction or limit resale potential.



A big part of that post-sale service comes down to trusted relationships with contractors and service providers. Jaime explains that their team only recommends professionals they have personally used. They've built a reliable network of plumbers, electricians, AV specialists, and tradespeople, who show up, do quality work, and operate professionally. That list is often shared with clients even before they close, and it becomes one of the reasons clients return again and again.

marketing, presentation, and exposure

Kendall highlights another pillar of their business: preparing a home to look its absolute best. That means staging and styling strategically, bringing in the right photographers, and leveraging modern tools such as drone work where appropriate. Once a property is positioned correctly, she says, the next step is broad exposure, making sure listings are marketed everywhere they need to be, powered by both the

Sneddon Team's approach and the global reach of the Sotheby's brand.

A True Family Team

Outside of real estate, Jaime and Kendall are proud parents of 23-year-old twins, a son and a daughter, both of whom graduated from Tulane University. Both now work in New York City at American Express, one in finance and one in marketing, bringing the story full circle.

Real estate, however, remains a family thread. Their son earned his real estate license at 18 and helped periodically while in school. Their daughter now works within the business as their social media expert, giving the team an edge in a world where modern visibility matters.

When they do step away from work, they stay local and community-centered. Jaime and Kendall joined a country club years ago, not because they had endless free time, but because their schedules kept them close to home. Kendall is learning golf, a longtime Jaime goal, and



she also enjoys pickleball, two activities that offer something rare in their world: a couple of hours outside, away from the phone, on a beautiful course or court.

It is a fitting snapshot of who they are: disciplined professionals, deeply invested in their community, and committed to doing business in a way that keeps clients returning, not just for the next transaction, but for the next chapter of life.



For Jaime and Kendall Sneddon, with their twins, family has always been the foundation behind everything they've built.



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