

FEATURED AGENT

CURATED TO SELL

Ted Sibilia does not approach real estate like a traditional agent. He approaches it like a strategist.

Before entering the industry more than a decade ago, Ted built a successful career in digital media and advertising, including leadership roles at Microsoft, where he managed teams across New York, Boston, and Seattle while overseeing major accounts in financial services, technology, telecom, and consumer products.

That corporate background shaped the way he views business, branding, and client relationships today.

"I saw there was a gap in the market," Ted explained. "I thought there was an opportunity for someone who was data-driven, understood digital media, and knew how to communicate with all different types of people."

At the time, digital marketing in real estate was nowhere near what it is today. But Ted recognized early how powerful branding, positioning, and storytelling could become within the industry. More importantly, he understood that luxury real estate clients expected a higher level of service and strategy than what many agents were delivering.

That realization ultimately pushed him to make a major career leap.

In 2013, Ted left corporate America and entered real estate full-time. The timing, however, could not have been more stressful. At the exact same time he was starting his business, he and his family had just begun building a new construction home.

"No income and a construction project going on," he laughed. "The first year was tough."

Like many agents, Ted's first year came with plenty of uncertainty, small deals, and a crash course in hustle. But the learning curve sharpened him quickly. By his second year in the business, he had already earned Chairman's Elite status within the Coldwell Banker network, ranking among the top-producing agents nationwide.

Today, Ted is the founder of Private Client at KW, operating within the luxury division of Keller Williams Realty, with a dedicated office based in New Canaan. Over the years, he has developed a reputation for taking a far more curated and strategic approach to listings than many traditional agents.

"What differentiates me is my three-point marketing blueprint: data, design, and storytelling," he said.

For Ted, a listing is not simply uploaded onto the MLS and pushed onto social media. It is positioned intentionally, marketed carefully, and launched strategically.

"I treat my listings like product launches," he explained. "I curate them in a specific way where it becomes an event versus just another listing."

That philosophy also shapes the type of business he chooses to take on.

"I don't work with everybody," Ted said. "I want to work with people who value what I bring to the table."

In a market where visibility and advertising dollars often dominate perception, Ted takes a slightly different view of what truly creates long-term success in real estate.

"The billboard effect is real," he said. "People see agents everywhere and automatically assume they're the best."



Gold Coast Real Producers



"I treat my listings like product launches. I curate them in a specific way where it **BECOMES AN EVENT VERSUS JUST ANOTHER LISTING.**"

— TED SIBILIA

But Ted believes real value comes from expertise, relationship-building, negotiation skills, and the ability to guide clients through increasingly complex transactions.

Over the course of roughly 150 transactions, he has worked alongside countless lenders, attorneys, and agents, giving him the ability to anticipate challenges before they arise.

"Sometimes it's not all about the money," he explained. "I've had sellers choose lower offers because they knew the transaction would actually get done smoothly."



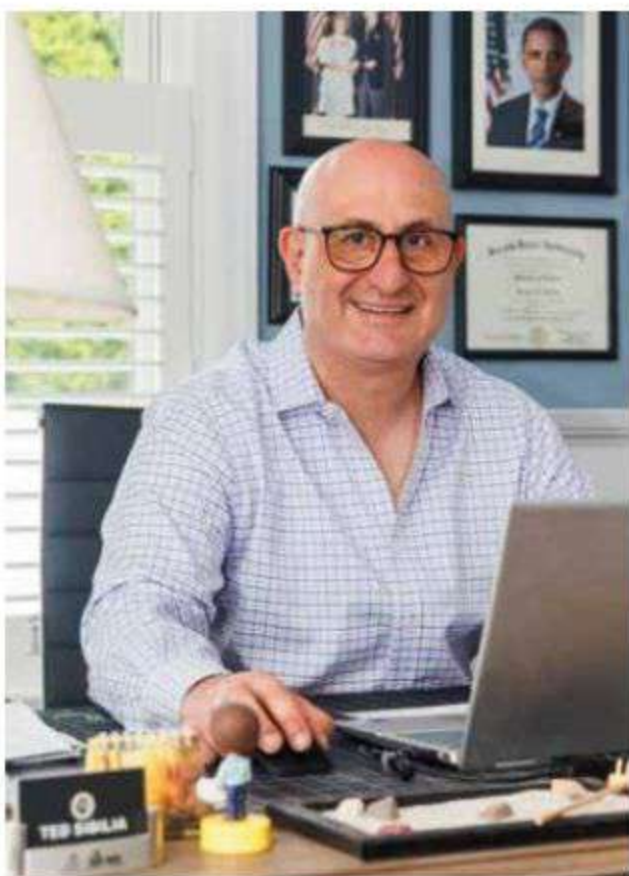
That perspective reflects the level-headed, analytical approach Ted brings into every deal.

It also explains why nearly all of his business is built organically.

"I've never paid for a lead," he shared. "One hundred percent of my business is repeat, referral, and sphere of influence."

Rather than relying heavily on broad digital lead generation, Ted focuses on high-touch relationship building. Coffee meetings, lunches, personal check-ins, handwritten communication, and thoughtful follow-through remain central to his business philosophy.

"People still need that human touch," he said.



Outside of residential sales, Ted is deeply invested in real estate personally as well. He owns rental properties, recently expanded into short-term rentals, and is now exploring student housing investments as well as funding various renovation projects and flips. For him, actively investing in real estate creates a stronger level of credibility with clients. "I practice what I preach," he said.

Outside of work, Ted and his wife of 23 years stay busy raising their two children, including a daughter currently attending The Newhouse School at Syracuse University studying journalism, and a rising senior at New Canaan High School.

Family life also includes plenty of cooking, homemade bread, and pizza nights, travel, and gatherings with close friends and fellow agents around the outdoor pizza oven at his home.

And when he is not working, networking, or scouting investment opportunities, Ted prioritizes fitness and discipline just as seriously as business.

"Physical health equals mental health equals clarity," he said.

That mindset seems to carry through every area of his life and business: intentional, strategic, and always evolving.

Because for Ted Sibilia, luxury real estate is not defined by a number.

"Luxury isn't a price point," he said. "It's how a property is experienced."



“Luxury isn’t a price point. **IT’S HOW A PROPERTY IS EXPERIENCED.**”
— TED SIBILIA