

SOUND OFF: BARBARA DALY

Prospective home sellers need not be daunted by winter weather

The American naturalist John Burroughs once wrote, "He who marvels at the beauty of the world in summer will find equal cause for wonder and admiration in winter." While this year has given us some snow-covered winter wonderlands, the season does present challenges in putting forth your property's best impression for potential buyers.

Most of these challenges involve the photography of the exterior of your home. While nothing can equal photos in glorious summer or in the midst of

autumnal warmth, winter is a reality in Greenwich. A light dusting of snow or the effect of a heavier one can demonstrate the beauty of your home.

Using a professional real estate photographer is essential in best profiling your home, and this is a moment where they can add great value.

If you are currently listed and actively showing, take the time to consider the small details. Have wood in the fireplace that looks ready to be lit, as this is much more attractive than the ashes of last

night's fire. Mudrooms need to be immaculate and staged to be as welcoming as possible. As you look around your home, you will see the little things that can make all the difference. As well, keep in mind that while it appears we may have turned the corner regarding COVID, it is as important as ever to be sensitive to the comfort and safety of others when showing your home — and for buyers touring your home to abide by safety protocols that your Realtor may request of them.

Winter is a magical time

in Greenwich and highlighting how handsome your property is, it just takes some forethought to capture its best features and show it safely.

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AGENT PROFILE: RUSSELL PRUNER

Local broker is passionate about golf and Greenwich real estate



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Russell Pruner

For nearly four decades, Greenwich Broker Russell Pruner has delivered award-winning real estate service, unsurpassed market knowledge and unwavering integrity. An expert in all things Greenwich — from the beach to backcountry — he thrives on helping people make wise, informed decisions throughout their home search or sale.

As a dedicated professional, Russell offers a deeply personal approach that caters to each client's unique needs, so it's no

surprise that his impressive repeat and referral customer base is filled with people he calls close friends.

After earning a Bachelor's Degree in Business Administration, with a concentration in real estate and finance, from Southern Methodist University, he worked in the Texas oil and gas industry before pivoting to residential real estate. He earned his sales license in 1985 and launched his own firm, Russell Pruner & Associates, after

obtaining his broker's license in 1989. His company evolved into Shore & Country Properties in 2001 and was sold to Houlihan Lawrence in 2015. Since 2020, Pruner has been with Compass, where he continues his long-time appreciation for leveraging technology and providing world-class service.

A Greenwich resident for more than 55 years, Pruner attended the local public schools, as did his own children. In fact, his wife Robin is the head

ESL teacher at Glenville School. Today, he still enjoys everything Greenwich living offers and diligently supports the local community through volunteerism. He is an avid golfer, an 11-time Men's Golf Club Champion and a two-time Senior Men's Golf Club Champion at Innis Arden Golf Club. He was also the Greenwich Men's Town Tournament Champion in 1993.

Consistently named among the top 10 realtors in Greenwich, Pruner has closed more than

500 transactions totaling over \$850 million during his illustrious career. He believes it's imperative to seek out someone with experience, knowledge and longevity when purchasing one of your biggest assets.

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