

# INSIDE CCL

MOVE WITH INTENTION



# REDEFINING REAL ESTATE

Launched in Philadelphia in 2003, the CCL brand was built on a simple idea: real estate should be handled with care, intention, and a higher standard of execution. That vision came from founder David Snyder, a Philadelphia native who set out to build a business grounded in relationships, long term trust, and a more thoughtful, disciplined approach to growth.

With deep roots in the city, David has built his career advising a wide range of clients, from first time buyers to investors and developers, bringing a level of consistency and focus that supports not just individual transactions, but long term outcomes.

What began as a relationship driven approach has grown into a business defined by both trust and performance, where strong relationships and consistent execution work together to deliver results. Today, CCL brings together local expertise, shared insight, and a fully supported operating structure that allows agents to perform at a higher level. Powered by Keller Williams and KW Empower, every listing benefits from scale, coordination, and thoughtful execution at every step. Now servicing Pennsylvania, New Jersey, Delaware, and Maryland, the focus remains the same: strong guidance, elevated service, and outcomes that hold.

# THE CCL ADVANTAGE



## Mentorship and Growth

Agents have access to experienced leadership, hands-on guidance, and 1:1 mentorship, with the ability to meet and align with the right mentor. Support focuses on pricing, negotiations, deal strategy, client service, and long-term growth.

## Leadership Alignment

CCL leadership is focused on team operations, mentorship, agent growth, and performance, creating a structure where agents are supported rather than competing against team leadership.

## Education & Training

Access to world-class training and hands-on learning through KW Empower, Keller Williams events, and in-house team sessions connecting you with top performers, industry leaders, and a broader network.

## Scale and Reach

Built within KW Empower, one of the region's highest-producing brokerages, and backed by Keller Williams' global network, CCL gives agents expanded visibility, referral opportunities, and access beyond the local market.

## Operational Infrastructure

Agents are supported by full-time marketing, operations, listing, and transaction support, helping them stay client-facing, focused on conversion, and less buried in administrative work.

## Consistent Lead Opportunity

CCL provides multi-channel lead opportunities through Realtor.com, Zillow, OpCity, Fello, sign calls, website inquiries, and exclusive open house opportunities, all supported by centralized systems and structured distribution.

# Powered by the World's Largest Real Estate Network

CCL operates within the Keller Williams ecosystem, the largest real estate franchise in the world by agent count. That global platform gives agents access to an expansive professional network, stronger referral pathways, national and international relationships, and resources that extend well beyond a single market.

55+  
COUNTRIES  
AND  
REGIONS

190K+  
AGENTS  
WORLDWIDE

1K+  
MARKET  
CENTERS



# Leading Brokerage Across the Tri-State Region

CCL is built within KW Empower, the #1 brokerage in the country for units sold, total volume, and market share. This places agents inside a high-production environment where deal flow, market activity, training, collaboration, and agent relationships create real momentum for growth.

2025 PRODUCTION

5,864

CLOSED UNITS

2.39B

CLOSED  
VOLUME

6,278

LISTINGS TAKEN



# CCL By The Numbers

YEARS OF  
EXPERIENCE

**20+**

2025 TOTAL  
SALES

**\$256M**

2025  
CLOSED UNITS

**985**

TOP 0.1% OF OVER 1 MILLION REAL ESTATE AGENTS NATIONWIDE

#5 IN THE NATION AMONG KW GROUPS BY UNITS CLOSED (2025)

#14 IN THE NATION AMONG KW GROUPS BY GROSS COMMISSION INCOME (2025)

#17 IN THE NATION AMONG KW GROUPS BY SALES VOLUME WITH \$253M CLOSED (2025)

PHILADELPHIA MAGAZINE TOP PRODUCER

BEST OF ZILLOW

BEST OF TRULIA

WALL STREET JOURNAL TOP TEAM

# OUR TEAM & STRUCTURE



**DAVID SNYDER**  
Founder & CEO



**MIKE FABER**  
Director of Sales



**CAROLINE STEWART**  
Delaware Team Leader



**SKYE NIEMCZYK**  
Director of Operations



**LAUREN HARGROVES**  
Director of Transaction  
Management



**AUTUMN TEMPLE**  
Director of Listing Coordination



**SAGE COPELAND**  
Director of Marketing



## **PA, NJ SALES | MIKE**

Mike supports sales strategy, pricing, negotiations, and deal guidance. Reach out before going to market, during negotiations, when a deal becomes complex, or when you need a second opinion. He also provides ongoing mentorship around deal strategy, client guidance, positioning, and business growth.

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## **DE, MD SALES | CAROLINE**

Caroline supports sales growth, training, and team operations across the Delaware and Maryland markets. Reach out for market guidance, agent support, business development, DE/MD workflows, or growth opportunities.

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## **OPERATIONS | SKYE**

Skye supports systems, tools, onboarding, and overall team operations. This includes FUB, Sisu, Bright MLS, KW systems, office operations, and JotForm workflows. Reach out for system access, workflow questions, onboarding support, office leads, floor time, or general team operations.

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## **LISTINGS | AUTUMN**

Autumn supports MLS, listing setup, signage, and open house coordination. Reach out when preparing a listing for market, making listing updates or changes, relisting a property, or scheduling an open house.

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## **TRANSACTIONS | LAUREN**

Lauren supports the contract-to-close process. Reach out once a property is under contract for paperwork, timelines, and support through closing.

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## **MARKETING | SAGE**

Sage supports listing marketing, exposure strategy, and brand positioning. Agents have access to the Marketing Hub for templates, guides, and listing assets, with custom support available for higher-value or unique listings, elevated presentation needs, paid promotion, and additional CCL channel exposure.

# OFFICES

# OUR OFFICE LOCATIONS



## **Center City Office:**

728 S Broad St, 3rd floor  
Philadelphia, PA 19146

Front Desk Phone:  
215.627.3500

Front Desk Email:  
broadstreet@kwempower.com

## **Princeton Office:**

100 Canal Pointe Blvd. Suite 120  
Princeton, NJ 08540

Front Desk Phone:  
609.987.8889

Front Desk Email:  
klrw240@kw.com

## **Fishtown Office:**

1405 Frankford Ave.  
Philadelphia, PA 19125

Front Desk Phone:  
215.627.3500

Front Desk Email:  
fishtown@kwempower.com

## **Maryland Office:**

35 Augustine Herman Hghwy  
Elkton, MD

Front Desk Phone:  
410.398.3434

Front Desk Email:  
elkton@kwempower.com

## **Blue Bell Office:**

910 Harvest Dr, Suite 100  
Blue Bell, PA 19422

Front Desk Phone:  
215.646.2900

Front Desk Email:  
frontdesk234@kw.com

## **Delaware Office:**

111 Continental Dr  
Newark, DE 19713

Front Desk Phone:  
302.738.2300

Front Desk Email:  
newark@kwempower.com

# OFFICE CONTACTS

## Operating Principal

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David Snyder  
david@cclre.com  
267.968.8600

## CEO

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Frank Genzano  
frank@kwempower.com  
215.607.6007

## Broker of Record

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Irene Thammavong (PA, DE, MD)  
Irene@kwempower.com  
267.202.0266

## Broker of Record

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Vicki Carey (NY)  
vicki@kwempower.com  
267.202.0266

## Ancillary Services

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Guarav Gambhir  
gaurav@kwempower.com  
215.627.3500

## Director of Office Operations

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Tori Harkins  
operations@kwempower.com  
215.627.3500

## Productivity Coach

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Billy Kelly  
jbill@kwempower.com  
215.607.6007

## PA Team Leader

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Andrew Pullini  
andrew@kwempower.com  
215.627.3500

## DE/MD Team Leader

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Josh Hagan  
Josh@kwempower.com  
215.678.9998

## Productivity Coach

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Tess Adams  
tessadams@kw.com  
302.883.9202

## Education

---

Jerry Wells  
jerry@kwempower.com  
254.495.4018

## PA Office Operations

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Ren Pagsugiron  
broadstreet@kwempower.com  
215.607.6007

## Agent Services

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Tara Pavlovski  
agentservices@kwempower.co  
215.607.6007

## DE/ MD Office Opps

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Sharlyn Curran  
elkton@kwempower.com  
410.398.3434

## Vendor Relations

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Tom Sitarski  
tom.sitarski@kwempower.com  
215 607 6007

## Compliance

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Eunice Gutierrez (VA)  
compliance@kwempower.com

## Escrow

---

Belle  
escrow@kwempower.com


## Tech Support

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John-Paul Helk  
tech@kwempower.com  
215.627.3500


Contact us to  
start the conversation



 CCL Real Estate Team




 ccl\_re

 215.360.3236

 Concierge@cclre.com

 [www.cclre.com](http://www.cclre.com)

 728 S Broad St, 3rd floor  
Philadelphia, PA 19146

