

Snyder Team at Compass Explains Why Malibu's Biggest Property Decisions Are Better Handled by Two Agents

Husband-and-wife team John and Sheryl Snyder pair Malibu land expertise with generations of local ownership history; one builds each price, the other tests it.

BEVERLY HILLS, CA, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- [The Snyder Team](#) at Compass, the husband and wife partnership of John and Sheryl Snyder, is drawing attention to a structure that remains uncommon in luxury real estate: two agents with different specialties on every listing, from the first appointment to the closing table, at the same commission a seller would pay a single agent. The team works across Malibu, Pacific Palisades, Santa Monica, Beverly Hills, Agoura Hills, Calabasas and Westlake Village, and has worked together for about two decades.

The Snyders divide the work by expertise rather than by who answers the phone. John Snyder, licensed since 2006, leads on land: pricing acreage and view parcels, zoning, buildability and, since the recent wildfires, a growing number of rebuild questions. According to the team, he has sold more than 2,000 acres, including the 415-acre Bob Hope estate. Sheryl Snyder, licensed since 2005, grew up in a family that developed and managed property across the country, built the Malibu Riding and Tennis Club and at one point held more than 450 acres in Malibu. She leads on estate pricing, disclosures and escrow, and continues to advise on acquisitions and sales of income property nationally.

"I didn't learn real estate as a salesperson. I learned it at the dinner table," said Sheryl Snyder. "I grew up watching people make decisions as owners: when to build, when to hold, when to sell, and what a piece of land would mean to the next generation. When a client is deciding whether to sell a home their family has had for thirty years, I understand that it's not just a transaction."



John Snyder and Sheryl Snyder

One Price, Built by One Agent and Tested by the Other

The partnership rests on a simple rule. Decisions that require judgment, such as meeting the seller, setting strategy and deciding when to hold or move, are made together. The checks are kept separate. When one partner builds a price, the other's job is to try to break it before the seller ever sees a number, and whoever drafts a contract never signs off on it alone.

"A buyer's agent who gets two slightly different answers will find the gap between them," said John Snyder. "So the other side only ever hears one voice from us. Two people, one decision, and no gaps."

Marketing to the Buyer and to the People Who Approve the Purchase

The two partners also reach different audiences. Sheryl Snyder tends to reach the people who will live in the house, including Malibu neighbors who have known her family for decades and buyers who discover a property through her Instagram. John Snyder tends to reach the people behind the purchase: builders, developers, investors, and the business managers and family offices who review a major decision before it is made.

On MariSol, a Barry Berkus-designed Spanish estate on the bluff, the team ran both approaches at once. Sheryl Snyder built Instagram and [Facebook](#) content around the light, the ocean and the architecture. John Snyder prepared a Property Offering Memorandum, a detailed document modeled on the pitchbooks used by investment banks, and took it to [LinkedIn](#) and to advisors. On 717 Latigo Canyon, the buyer first saw the property on Instagram, while the purchase was approved from the memorandum.

"At this price, one channel rarely wins outright," said John Snyder. "Social makes someone want the house. The memorandum gives the people around them a reason to say yes. Without the post, no buyer; without the document, no deal."

The team reports that its business is close to evenly split between local buyers and buyers from outside the area. In one case, a builder John Snyder had worked with on a land transaction called years later on behalf of a client seeking a Malibu home. That buyer purchased a home off-market at full price, through a connection that social media alone would not have produced.

Two Strengths, One Seller

Asked why two agents serve a seller better than one, each partner gave a short answer.

"A seller deserves someone who knows what their property can become and someone who knows what it has always meant, and no single agent is both," said John Snyder.

"I grew up on the owner's side of the table, so I understand what it means for a family to let a property go," said Sheryl Snyder. "John makes sure the numbers are just as right as the feelings."

The Snyders also place weight on discretion. Many clients are private, and the team does not make details about a client, a home or a sale price public without permission. Because so much Malibu property changes hands within families, much of the team's work involves helping long-time owners decide, without pressure, what to do with land they have held for decades.

"We work together the way we'd want someone to work for us," the Snyders said. "Two people, fully involved, who tell you the truth and who will still be your neighbors when it's done."

About the Snyder Team at Compass

The Snyder Team at Compass is led by John and Sheryl Snyder and specializes in residential, estate and land sales across Malibu, Pacific Palisades, Santa Monica, Beverly Hills, Agoura Hills, Calabasas and Westlake Village. The team reports more than \$1 billion in combined real estate transactions, including brokerage sales, private transactions and Sheryl Snyder's advisory work on acquisitions and sales for Standard Management Company. The team's office is located at 9454 Wilshire Blvd, Beverly Hills, CA 90212. More information is available at

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