

CHESAPEAKE

REAL PRODUCERS[®]

INFORMING AND INSPIRING REAL ESTATE AGENTS

The Sky's the Limit

**JENNIFER
CHANEY**



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Real Producer by Design

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The term wonder woman comes to mind when talking about Jennifer Chaney. One can only imagine how her day planner looks. This multi-talented agent/broker, stager, decorator, mother, and wife has created a unique approach to her business that helps her stand out as a Real Producer on the Eastern Shore.

Jennifer has always been laser-focused on creating a dynamic approach to business. As an honors graduate from both high school and college, this self-proclaimed nerd is goal-oriented and highly motivated to compete only with herself. Jennifer exclaims, “I relish in continually challenging myself to surpass my own successes. It’s what keeps me interested, focused, and driven.” That drive is what compelled her to enroll in Loyola University to pursue an MBA, in marketing just two weeks after obtaining her undergraduate degree in finance from Salisbury University.

With a background in both finance and marketing, Jennifer approaches her business with the same tenacity as she did school.

Her personal sales in the last 12 months have reached \$33 million, and since opening her brokerage, Chaney Homes LLC, in 2013, she has done over \$100 million in individual sales.

For Jennifer, combining passion with her business has helped her distinguish her brand. As a young girl, her mother would take her on home tours and keep folders of design ideas. Jennifer carries on the same tradition and not only uses these designs professionally but has a 4,000-square-foot warehouse to hold all of her “staging” supplies. Jennifer is certain her design abilities come “100% from my Mom.” The warehouse is stacked sky high with furniture, accessories, and tchotchkes. After speaking with clients and identifying what goes well in their space, Jennifer browses her warehouse and chooses the best products to highlight and sell her



clients' homes. This "staging" ability has helped to sell countless homes and continues to bring clients back time and time again.

In 2013, Jennifer took a risk and branched out on her own. She assembled a team of five agents and her right-hand woman, Janice O'Donnell, who runs her office and helps her keep things operating smoothly. Jennifer hand-picked her agents and mentors, each one to support her Chaney Homes brand and recognized by her clients as the total package. She feels this model allows her a chance to use the skills she learned while earning her business degree. She strives to keep "the fat trimmed...no waste." That said, her office doubles as a showroom, highlighting her talent as a decorator to her clients. "I have a beautiful office and it stands out. It is an open concept and you can tell what I do."

Along with Jennifer's talented team of agents, she credits her husband, Bruce, and their strong marriage of 20 years for his role in her success. "He is 100% my rock. We have a strong relationship...He makes my 'crazy' a little easier, and he does everything, so I can do everything." Jennifer explains Bruce has nothing to do with the real estate industry and "he is the type-B personality where I'm a type-A personality."

It sounds like a match made in heaven, but it gets sweeter. Bruce manages the 4,000-square-foot warehouse they have. "I just order things and make selections and he does all the rest. He

manages the staff; he is both the muscle and logistical pulse. It's a full-time job."

Bruce makes it easy for her to be successful because she also relies on his parenting skills and credits him for being a great father. "He is the play-date Dad, and he loves it." His contributions to both family and business are invaluable.

Jennifer credits both her mom and dad for nurturing her entrepreneurial spirit, a character trait she counts as an asset. "One of the finest compliments I get besides being a good mother is that I emulate my parents." Jennifer's father Glenn was an entrepreneur. From an early age, she watched the commitment required of him as he worked toward his goals. Her mother Wendy was a nurse for thirty years and Jennifer admired her giving nature which has helped to shape Jennifer's mantra: "be kind."

Apart from her considerable achievements, Jennifer feels a strong responsibility to give back and support charitable causes. "I do a lot and frankly I should...It keeps me grounded. Even during my most stressful days, there is always someone in need. I do so anonymously as much as possible." She highlights some of the organizations that hold a special place in her heart: animal shelters, the Leukemia and Lymphoma Society, anti-bullying campaigns, Shop-with-a-Cop, and sponsorship of local T-ball and high school boosters.

She also reaches out and helps individuals. About a month after she had her license, she met a lovely lady who was pregnant and had unexpectedly lost her husband to testicular cancer. "She had no family or friends, so I loaded up my big Yukon with a crib, high chair - I gave her everything I had." These opportunities to help make Jennifer most happy. She says, "that was definitely a feel-good time for me and it 100% came to my path from above."

Jennifer's planner is booked as she takes on the world, but she feels it's important to stay grounded. The calming atmosphere on the Eastern Shore of Maryland helps give her clarity as to what's important. She feels truly blessed and is humbled by the natural beauty and the dynamic culture of the area. This Chesapeake Real Producer will continue to hold onto what's important while marrying her passion for design with her business-savvy background in an ever-changing marketplace.

FAST, FUN FACTS WITH JENNIFER:

What are you reading?

Laughs, Listings, and contracts. Truth be told, I love to read.

What is your favorite guilty pleasure?

Bay Breeze cocktail

Tell us something people don't know about you?

The relationship with my husband that I have, and the support he gives me; that takes people by surprise.

Last show you watched on television?

Extraordinary Homes.

Name one thing you like to do in your spare time:

Go out on our boat!



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