

# TOP AGENT

MAGAZINE



JENNIFER  
CHANEY



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## JENNIFER CHANEY

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When looking to sell your home in Maryland's lucrative Eastern Shore area, you won't find a more in-demand agent than Jennifer Chaney. Jennifer, who is also a certified stager with a 4,000 sq ft warehouse of high-end inventory, has built her reputation on the stunning transformations that she performs on the properties she lists, and has results that keep clients not only coming back to her, but recommending her to their friends and family, as well. 41% of Chaney Homes listings sell in single-digit days on market; with 60% selling in their

first six weeks on market. They also have an average list-to-sale price percentage: 98.4%. Truly impressive numbers, serving as a catalyst to achieve staggering sales growth- Over \$100 Million in Individual Sales throughout her career- \$82 Million of which closed in the last 4 years!

Chaney Homes now consists of five 'hand-chosen' agents, all of whom share Jennifer's passion for providing exceptional customer service. Just four and a half years



after starting her own brokerage, the company has already grown a remarkable 1140%. Part of the reason for this is Jennifer's unique vision of operating a truly 'boutique-style' real estate brokerage with a distinctive twist. Jennifer brings a diverse background and experience to the table, that seems almost tailor made to creating a successful career in real estate. In addition to her design expertise, Jennifer has a degree in finance and an MBA in marketing, making her a triple threat. She also takes a personalized approach to sales, working with each client individually and considering all of their needs and goals when putting together her marketing plan. It comes as no surprise that with this approach, Jen-

nifer is one of the most successful agents in Maryland.

Jennifer's transformations have given her a huge social media following, where people find inspiration in her remarkable before and after pics. This has been an enormous advantage when it comes to marketing her listings. "We do a lot of social media marketing, and I take advantage of every technology innovation to make sure my homes are seen in the best possible light with all of their unique attributes highlighted. I try and target the most likely buyers when listing a property, so I can create a story that makes people engaged and want to come see the property in person."





Jennifer is actively involved in her community and supports local pet shelters, something that is particularly close to her heart; well as being a higher sponsor of a local anti-bullying campaign. She also supports the local athletic booster clubs, helping provide equipment to less fortunate high school athletes. Additionally, for exceptionally deserving clients- Jennifer will pull from her warehouse to design a room in the home she sells them, helping them feel a bit more 'at home' from the start! When she isn't working, she enjoys spending time with her husband and two

young children, relaxing by the water or out on the boat.

Jennifer couldn't be more thrilled with her company's growth and success, and would like to continue to lead the local market with enviable innovation and commitment, which has set a new standard in the real estate industry. "I love growing my business, but my main priority is to always offer that white glove, one-on-one service that Chaney Homes has built their reputation on. I take a lot of pride in my business and the ser-



vice we provide. I love what I do. I love that the homes I design have a distinctive look and people instantly know that it's my listing. Branding the brokerage and constantly differentiating myself has let to amazing

results- it's worked out so beautifully. I've identified a void in the marketplace, and created a niche brand that was missing. I offer a level of service that no one can touch, one satisfied client at a time."

To learn more about  
**JENNIFER CHANEY**

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