

# TOP AGENT MAGAZINE

## COURTNEY & MICHAEL CHENKUS



How did Courtney and Michael Chenkus become one of the most well-known and respected agent teams in Central Connecticut? After having purchased a few properties of his own in New Jersey and Philadelphia, Michael realized he had a passion for the industry and became licensed as a real estate agent himself in 2004. His wife Courtney soon

decided to join him in the business. “I saw Michael working hard to grow his business and wanted to be a part of that same excitement. I realized we would make a really great team, and I decided to join him in his real estate efforts,” Courtney explains. Now with a combined eighteen years of experience, Courtney and Michael lead a team of three buyer specialists, David Milo, Dana Sharff, and Amanda “Mandy” Thompson. Michael and Courtney focus on listing and marketing, while also assisting their buyer specialists with clients and negotiations. “We believe that team work makes the dream work,” Courtney says with her characteristic smile.

Michael and Courtney currently serve the Greater Southington area, including Apple Valley and all of Central Connecticut. Seventy percent of their business comes from repeat and referral clients. What keeps their clients coming back and eager to refer them to friends and family? “I think we make it a really great experience for every client,” Courtney says. “We are very straightforward—clients appreciate our honesty. We have a team approach so there is always someone available to help them. They also appreciate that we cater our services to their goals and needs.” Courtney and Michael treat every customer as if they are their only customer to ensure their clients have the most stress-free experience possible. “I tell clients, ‘I am not going to allow you to buy a house that is not going to serve you well, because I want you to be happy now and fifteen years from now with what we did and the choice you made,’” Michael explains. Michael also works in the right-of-way industry, servicing energy clients by negotiating easements and purchasing properties for them. This has helped him to become an expert in both contracts and negotiating deals. “We do our best to get the best deal for our clients,” he says. To stay in touch with past clients, Courtney and Michael reach out by phone to let clients know they are thinking of them, send helpful newsletters, and reach out to wish them a happy house anniversary.

When it comes to getting the word out about listings, Michael and Courtney conduct a thorough targeted marketing campaign,

taking into account the location of the house and the demographics of likely potential buyers. For each listing, Courtney does strategic marketing on social media. She and Michael also send postcards to the neighborhood to let people know there is a new listing, and advertise in local newspapers. “Having a broad range of methods gives us a lot of opportunities to get the property seen,” Courtney explains.

What is their favorite part of the job? “I like that what I do is actually impacting my clients’ lives,” Michael says. Courtney agrees. “We both fell in love with the work because we are helping other people make a big life decision,” she says. “They are trusting us and we make sure we don’t take that lightly—we help them follow their dreams.” Michael and Courtney met doing theater and they stay involved with local community events, volunteering at the theater in Waterbury where they met. “Any way we can give back we do so,” Courtney says. She and Michael are animal lovers and also volunteer at local shelters. In their free time, they love to travel, go to the beach, and watch football. “Sundays are busy days for realtors, so sometimes we have to DVR the games,” Courtney jokes. For the future, Michael and Courtney plan to continue expanding their team and mentoring new agents, as well as staying on top of new market trends. “Our teammates have really hit their stride and we’d like to continue supporting them and building on that,” Michael explains. Now those are worthy goals sure to benefit their clients and community!



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