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A Realtor to Remember

Work ethic, professionalism, and relationships enable Doylestown-based Realtor **Chad Blankenbiller** to achieve plausible results for buyers and sellers in Bucks County and beyond.

BECOMING A SUCCESSFUL REALTOR REQUIRES ONE TO BE PERSONABLE, PROFESSIONAL, AND DEDICATED TO ALWAYS HAVING A CLIENT'S BEST INTERESTS IN MIND. These days people can often become distracted by self-promotion, where perception can be misleading. Chad Blankenbiller says he is simply results driven and strives for a "client for life" approach to his real estate business.

He's not one to tout his accomplishments all over social media or to boast about procuring record sales prices for his listings. He simply puts his head down, goes to work for his clients, and represents them with the expertise and integrity they deserve. Essentially, he lets his results speak for themselves.

Recently, Blankenbiller was informed that he ranked 206th out of more than 40,000 agents across Pennsylvania for total production in 2022—in the top 1 percent, in other words. He received the news with his trademark modesty.

"I had no idea," he says with a laugh. "It wasn't even in the back of my mind. I surprised myself because I'm more focused on making sure my clients are taken care of at every turn and that the end goal is reached, not necessarily on how many deals I can pump out in a year. This approach has worked well for me. I think 80 percent of my business is referral based, and in my opinion, that is the No. 1 way to gain credibility and confidence before even meeting a new client in person. A referral from your family, friends, or neighbor who has already had a good experience goes a long way."

Blankenbiller has utilized that no-nonsense approach and his appreciation for what he calls "the grind" of the business throughout his career in real estate, which started in 2002. While he has focused on the residential real estate market since joining Keller Williams in 2013, he has extensive experience in commercial real estate, which he still dabbles in occasionally. His professional career has always been in the business of real estate to some capacity. He has worked in asset management, commercial loan underwriting, and new construction sales

for residential homebuilders, and he has acquired several investment properties of his own over the years.

Put another way, he is uniquely situated to assist clients from multiple angles.

The true cornerstones to his success are his work ethic and ability to relate to people, both of which materialized at a young age. As the son of a pilot for the U.S. Air Force, he moved frequently and was forced to adapt to new surroundings, connect with people, and practice discipline.

"I hated moving so often when I was young, but ultimately I think that gave me the skills to communicate with people and create relationships," he says. "It gave me the ability to go out, meet, and talk to people, which is half of this business."

When Blankenbiller was in sixth grade, his father left the Air Force to join American Airlines. The family settled in Doylestown, allowing him to put down roots for the first time in his young life. After graduating from Central Bucks West, he ventured off into another new environment once again. He went to Arizona State University and graduated with a business degree focused on real estate finance and investment. He eventually moved back with his now wife, Tricia, who he met in college. Together they are raising two children, a 14-year-old son and an 11-year-old daughter.

"Returning to Doylestown brought me back closer to family and friends," he says. "My kids are now going through the same school system as I did, which is nice. Doylestown has certainly changed a lot since I was growing up, but it's one of the better decisions that we've made as a family. The people are great, and Doylestown is such a wonderful place to raise our family."

As for his career, Blankenbiller enjoys getting to know his clients on a personal level.

"People have so many different reasons for moving, and it feels good to understand their motivations and help them get where they are going," he adds. "Then when they call you again, and you see how much they have done to a home, or how life has changed over the years, I love that reconnection even more."

With first-time buyers, he likes to educate

them about the buying process; from the initial buyer consultation, through the intricacies of buying a home, to eventually owning a home. He says, "They want to understand the process, are super focused, and are very much interested in how they can put themselves in the best position possible to buy their first home. I love handing them the keys at settlement."

Even more enjoyable for Blankenbiller is being on the other side of the aisle and assisting sellers, especially in a competitive market like we've had for the last couple of years.

"There are no shortcuts for me when selling homes in any environment," he says. "I bring my cleaners in, call my painter, landscapers, whatever we need to do before the photographer arrives. Not only do I focus on the client relationships, but it's my partner relationships as

I work with them, then when it's over, we all continue with life. I think a lot of Realtors move on and forget. I will do my best to stay in touch with everyone. I love to stop by for a visit and see the kitchen renovation, invite them to my annual client event, or even just send a happy birthday card. I also want them to know that they can call me too, for a painter, a contractor, or a plumber. I'm not going to forget about you, and I don't want you to forget about me. I'm your Realtor, a resource, and a friend around town." ■

well. I couldn't be more thankful for the group of professionals that help me get each home where it needs to be before I begin marketing it to the world. They are the ones that make me look good.

"Most of the time when clients are selling, they're also buying," he continues. "These days it's of utmost importance to strategize with them on how you're going to make it work. Most of the time people cannot buy until they have the money from what they're selling, so the game plan is super important. I have accomplished this task with many clients in recent years and have many different scenarios for them to consider. There are typically a lot of moving pieces and there is no one-size-fits-all approach."

In today's market with low inventory and rising interest rates, Blankenbiller believes setting the right sales price is of utmost importance. The price, after all, is the first thing buyers consider and can set the tone for the rest of the terms in a potential offer.

"The price someone offers you is only one part of the whole; more times than not, setting the right price will most likely land the best overall deal," he says. "The goal is to create a competitive environment among prospective buyers."

His expertise and uncompromising service have resulted in countless repeat clients and referrals. At the end of the day, forging a relationship with a lifelong client remains his ultimate goal.

"That's always been my philosophy," he says. "I get to know my clients pretty well over the months



I'm your Realtor, a resource, and a friend around town.

—Chad Blankenbiller, Keller Williams Doylestown

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