



Indiana REALTOR® Chantel Boone loves being part of the magic that happens when clients purchase a home. “It doesn’t matter if it’s a first-time homebuyer or someone sizing up or down, purchasing a home is always such an emotional and exciting time,” she says. In her former career as an artist, she spent her fair share of time painting murals and adding special touches to make new construction homes beautiful and welcoming. So

when Chantel’s mom, herself a REALTOR® for more than 15 years, kept encouraging her to try her hand at real estate, it felt like a natural transition. “We actually still share an office,” Chantel adds.

Now in the business for nearly seven years, Chantel has built a clientele throughout Elkhart, St. Joseph and La-Grange Counties, helping clients with their residential real estate needs. She is committed to maintaining the highest standards of professionalism in every aspect of her business. “I use a professional photographer to shoot my listings, professionally installed signage and I always respond quickly,” Chantel explains. “My phone is constantly by my side; I don’t care if it’s 10 pm or 7 am, if something is bothering a client I want them to contact me so I can put their mind at ease. My day doesn’t have an on/off switch. I’m constantly available to help, answer questions and guide clients through the process.”

Chantel also makes it a point to put herself in her clients’ shoes, and insists on providing the level of communication she would want. “Even if there are difficult conversations to have, I’d rather do that than keep clients in the dark,” she explains. “For example, if I have a listing that isn’t performing I’m going to show up at the door with cookies and we’ll sit down together and have a conversation to brainstorm on things I can do to get the process moving.”

She is no stranger to using social media to shine a spotlight on her listings and appreciates the flexibility made

possible by technology. “It makes it so easy to do anything from anywhere,” she says. “I promote my homes on Twitter, Instagram and Facebook. In fact, I just sold a \$399,000 listing from a Facebook ad. I know because I purchased the ad and the buyer tagged her husband in it, called their agent, set up the showing and wrote an offer the next day!”

When talking to new agents, Chantel stresses the importance of treating real estate as a full-time job, and also advises them to find a brokerage that aligns with their values and goals. “I’m so happy with the office I’m in; there’s so much support here,” she says. “I love being able to smile when I walk in the door. If I have a question I can ask and there is always someone who has gone through a similar experience.”

There are several exciting things on the horizon for Chantel, both professionally and personally. “I’ve had friends and clients asking for my help on commercial transactions, so I just spoke to my broker about what it will take to become a commercial agent,” she says. When Chantel isn’t working, family always comes first. She has a son who is currently a junior at IU in Bloomington and a daughter in high school exploring her college choices. She and her husband of 23 years will soon be empty nesters; she’s not sure how she feels about that, but for the time being she enjoys going back to her alma mater at IU to see her son and visiting potential college campuses with her daughter.



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