

featuredagent

magazine



CHRIS
CORONATO

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After buying his first home, Chris Coronato knew there was room to improve the transactional experience. Considering his 16 years in the fitness industry, focusing on customer service and sales, the leap into real estate proved natural. “I wanted to focus on driving fluid and open communication, managing expectations and emotions,” he remembers. “I’ve never looked back.” Now, Chris has built a reputation as an agent known for empowering buyers and sellers through education, in addition to his marketing prowess, relationship building, and capacity as a full-fledged real estate resource.

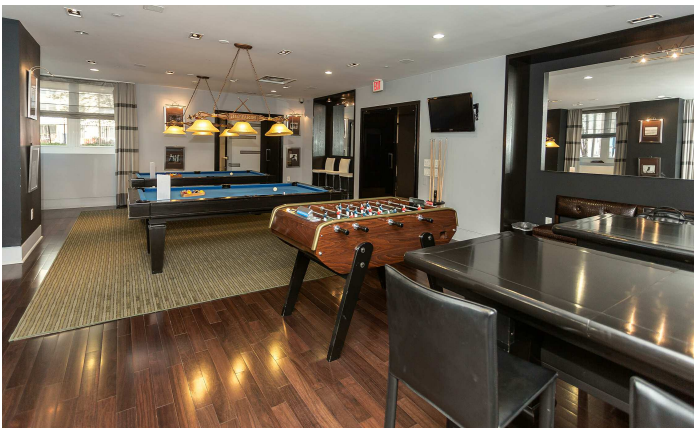
Today, Chris spearheads his work from his Westwood, New Jersey office and serves the counties of Hudson, Bergen, Essex, and Passaic. Alongside his team, Chris has built a business largely driven by repeat and referral clientele — amounting to 60% of his total clientshare. “I recognize that we have to work hard to accomplish this every day,” he says. “We’re committed to staying on track and focusing on our core values. The success of previous clients defines who we are, where we are today, and where we will go in the future.”

Likewise, relationships play a central role in Chris’s professional philosophy, and he places great emphasis on building a genuine connection with those he serves. “Building relationships is truly woven into the fabric of who we are. Our clients feel and know we sincerely care,” explains Chris. “This has to be authentic, and we have been blessed with truly amazing clients throughout the process. In fact, most of

our clients we now consider friends. And frankly, who doesn’t want to work with a friend? With relationship building comes strong communication, work ethic, and an even stronger sense of doing the right thing — ensuring we are always aligned with our clients and their goals.”

In addition to lasting relationships cemented with clients, Chris and his team also work readily alongside fellow industry professionals. Accordingly, Chris offers clients a full range of resources during and long after the transaction is complete. “We pride ourselves on being the singular source our clients need to experience a streamlined and, dare I say, fun transaction,” Chris explains. “Our relationship with Family First Funding and The Chris Keelin Team has been one of the best endeavors for me personally, for our office, and for our clients. Team Keelin has vast resources, superior client service, and offers comprehensive and strategic approaches to one of the most significant purchase of many people’s lives. Chris and his team share the same values and principles that my company and I live by.”

When it comes to listing properties, Chris leverages his experience and aptitude for both digital and traditional marketing to reach prospective buyers. “Staying ahead of the trend curve has yielded tremendous results,” he explains. “By utilizing an array of old school tactics blended with new technology, we bring a listing to life within the community through mailing and live streaming alike. We also use YouTube and a few other forums to give us a competitive edge on





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behalf of our clients.” In addition to wide-ranging exposure online and regionally, Chris and his team ensure utmost professionalism is the standard. Clients are kept in the loop, educated on the process, and guided through the complexities of both buying and selling. “The level of attention and care we give to all clients is unwavering. Whether they are buying their first condo, or selling their investment portfolio, we draw a line in the sand with this approach and stand firm,” Chris says. “We believe that everyone, no matter where they are in their journey, deserves care, professionalism, and detailed attention while they embark on their purchase or sale. We also are intentional to ensure we provide the feeling that our clients are the only clients we are working with at that time,” he continues. “Not all REALTORS® are created equally. Our philosophy is to ensure that no matter what Broker name we are under, we work for our clients. This has positively impacted us both professionally and personally — strengthening relationships, supporting our community, and encouraging our growth.”

Beyond the office, Chris stays connected to both his civic and professional communities. Chris has spoken on a variety of panels focused on real estate and New Jersey’s evolving marketplace. Likewise, he and his team support organizations such as the Juvenile Diabetes Research Foundation, the DZ Foundation, and the Andiamo Motorcycle Benefit Run. In his free, hours he most enjoys time spent racing cars, which is how the moniker, The Racing





REALTOR[®] was conceived. He travels to various races across the East Coast, where he participates in races, meets new faces, and raises awareness of his brand along the way. As for the future, Chris intends to keep progress gliding along smoothly, with natural growth in the works. “Our goal is to expand, but we are looking to keep our office small, personalized, and dedicated to client satisfaction,” he says.

Now, with hard-earned experience and insight behind him, Chris Coronato considers what lessons he’s learned along the way, as well as what he values most about his chosen field. “I’m a strong believer in ‘the

way in which you handle a situation, determines the outcome.’ My team and I are driven to serve our clients. Understanding and identifying what our clients truly look to accomplish establishes trust and comfort. Our team’s motto of ‘doing the right thing... all the time’ has accelerated the impressive, yet sustainable growth of our firm,” he reflects. “What I enjoy most about my work is being a source of information, a steady guide, and an experienced professional, offering solutions along the way. The practice of consistently building knowledge and sharing it with everyone we come in contact with — this is why we do what we do.”

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