

sponsor spotlight

Get to Know Your Neighborhood Real Estate Specialist,

DEENA BOUCHIER

Each month in our Sponsor Spotlight, we introduce you to the business owners who partner with us to bring Hamlet Living to your front door. Think of it as a "meet and greet" with the women and men (and their families!) who provide the goods and services that support and grow our local community. In their own words, these community sponsors share their unique stories – who they are, what motivated them to start their companies, and how their personal values inform both business goals and relationships with customers. As your neighborhood publication, we are proud to showcase the people and organizations that make up a thriving and vibrant community.

Deena Bouchier is passionate about her beloved Chappaqua community and her roots run deep. For over 20 years, this idyllic hamlet is where she has lived, worked, and raised her family. Deena's twins, Max and Mia, are recent Horace Greeley High School graduates, and her husband, Rick, and father-in-law, Ron, are Greeley grads too!

With a deep appreciation for the town and a passion for home design, decor, renovation, and all things real estate, it was natural to get her real estate license in 2003.

Since then, Deena has built a successful business consistently hitting major career strides as an expert realtor with an impressive track record of results in Chappaqua and the neighboring communities of Armonk, Pleasantville, Briarcliff Manor, Mount Kisco, Katonah, Bedford, and Tarrytown. Deena has received multiple awards throughout her career as a Top Producer and as

a Westchester 5-Star Agent, successfully selling over \$150M+ to date.

This year, 2021, has proven exceptional for real estate in Chappaqua and throughout Westchester County. With an eye on what to expect for our local market in the coming months and how to take advantage of this remarkable activity, we sat down with Deena to learn more.

What a year this has been for Chappaqua real estate. What advice can you offer residents?

Chappaqua is a seller's market right now. There are simply not enough available homes to satisfy the demand. If you have ever considered moving, now is a great time to find out how much your home may be worth. It is probably worth more than you think, and with the potential for interest rates to rise in the not-so-distant future, these favorable home values may not persist indefinitely.

What should sellers do to prepare their homes for sale?

My advice is that it is very important to look at your home objectively. When a prospective buyer enters the property, they must envision their lives being enhanced by living in the home. If that is not the answer, then it is time to take the following *selling steps*.

The first step is to declutter and depersonalize prior to going to market. As much as you love your collection of brightly colored hand-knitted afghans, put them away so the room's decor is simplified, and buyers can focus on the terrific features and amenities your home offers. Are your furnishings dated or in poor condition? Staging can really elevate the way buyers perceive your home and



help increase the value. You only have one chance to make a first impression.

Another pro tip prior to putting your home on the market is giving it a good deep cleaning and a fresh coat of paint, preferably done by professionals, a freshly painted, cleaned, and staged home often commands a notably higher selling price. Also, do not forget about curb appeal! This means to make sure your lawn is in tip-top shape and remove any dead or unsightly plantings and replace them with new ones. Too small a budget for planting by a professional landscaper? A few pretty potted plants placed around the front walkway and doorstep can go a long way! Buying or selling a home is a big deal that often comes with significant financial and emotional considerations. The more prepared the smoother the process will be.

What sets you apart?

There are a lot of good agents in the area, but it is my combination of honesty, experience, and an "always-on" commitment to go above and beyond to ensure my clients' success that I believe sets me apart. My clients recognize my authenticity, trustworthiness, and commitment to help them achieve their goals and these traits have served me



Twins Max and Mia, Greeley High Graduation, 2021

and community. I genuinely enjoy and find professional satisfaction in being able to guide buyers and sellers through every step of the process. Over the years I have developed a network of industry

professionals that enable me to expertly solve problems and guide my clients, so when an unexpected challenge comes their way, they know I will be right there, managing everyone and everything. It is great to have a job I really enjoy. The most rewarding part of being a realtor in Chappaqua is the strong personal connections and lasting friendships I have made over the years.

What are your favorite things about Chappaqua that you would like to share?

Chappaqua is a special community with so much to offer its residents. My advice is to get involved. The town offers many opportunities to participate in activities and events at any stage of life. Take advantage of the convenient access to our beautiful parks, playgrounds, and ball fields. Hike and explore the trails in Gedney Park and the picturesque North County Railway which was (once called the "Old Put" train line) and is perfect for walking, jogging, or biking. Chappaqua's vibrant farmers market is well worth visiting on Saturday mornings. The town library holds interesting activities for every age from tots to seniors. Join one of our community pool clubs such as Chappaqua Swim and Tennis, Birchwood, and Willowbrook. Other experiences would include The Chappaqua Performing Arts Center, the local Summer Concert Series, Community Day, Strawberry Festival, Ragamuffin Parade, and the renowned Chappaqua Children's Book Festival.

Other than selling real estate, what are your plans for 2022?

Definitely supporting our local businesses. They have had a tough time through Covid and shopping local will help to ensure that the hamlet charm and intimacy of Chappaqua remains. We are all in this together.

Besides that, during my time off, you can always find me hiking with my dogs, Ajax and Molly. I cherish spending time with my family, especially when we travel together. I also practice yoga and play tennis with my USTA league. I enjoy the mindfulness of yoga with the competition of tennis. It's a fun balance!



Deena on the move



Deena's family, including husband, Rick, and father-in-law, Ron, 2021



Furry family, Ajax and Molly

Deena Bouchier
Licensed Associate Real Estate Broker
m: 914-552-2360
Deena.Bouchier@compass.com
www.compass.com/agents/Deena-Bouchier/

COMPASS - Westchester Real Estate
480 Bedford Rd.
Chappaqua, NY 10514



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