



Peter with Keller Williams Seven Hills Realty Leadership Team  
(Left to Right): Kristin Brockett, Tara Smith, Peter Chabris,  
Deborah Stigall and Chris Parchman

Meet REALTOR®

# PETER CHABRIS

with Keller Williams Seven Hills!

**Peter Chabris got his start in real estate 18 years ago. “I got into this business to build wealth through passive income. Along the way I fell in love with building a sales business and the cash flow it provides. While money doesn’t buy happiness, it does help create great experiences to share with the people that you love. And that’s what this life is all about.”**



◀ Peter and TCG Listing Specialists: James Harris, Brian Bainum and Tyler Dietz

▼ Peter with TCG Success Team: Brandy Forrester, Jenny Rupe and Hannah Wilburn

“On average over the past few years, when an agent joins our team, their business grows just over 350 percent in their first 12 months.”



Peter wears several different hats in the industry: Lead Agent at The Chabris Group (a sales team), Operating Principal of Keller Williams Seven Hills Realty (a local brokerage), Keller Williams University Master Faculty (training agents in the U.S. and UK on best business practices), and MAPS Mastery Coach (coaching agents on building scalable and sustainable businesses). He has been a Platinum+ producer from Keller Williams Realty since 2014 and has also been awarded the Millionaire Real Estate agent award since 2013 for the Keller Williams Ohio Valley Region. In addition, at 351 sales in 2019 for \$78 million in volume, The Chabris Group is the Keller Williams Ohio Valley Region’s number-one sales

team. No longer actively selling, Peter now leads others to be successful in real estate with his experience and expertise.

**The Chabris Group**

“The Chabris Group’s mission is five-star careers for our agents and five-star experiences for our clients. A five-star career to us means earning six figures and having some balance in your life to enjoy it! The Chabris Group is a platform where agents can simply join us, and ‘plug and play’ to ‘level up’ their careers and their incomes,” explains Peter.

The Chabris Group is a collection of proven, best-in-class lead generation, marketing, coaching and training, customer service, give back and operational systems that is the equivalent of strapping a rocket on an agent’s back.

Peter explains, “In fact, on average over the past few years, when an agent joins our team, their

business grows just over 350 percent in their first 12 months.”

What’s the secret to success? Peter helps agents build their own brand, creates leads for them, teaches them how to generate their own leads, equips them with the right tools, provides weekly training and coaching, and removes all the administrative and marketing distractions of the industry. That way, agents can truly focus on their production. Peter adds, “We even help them with their social media. Many of our agents are even starting to build their own neighborhood-specific brand. In fact, Jennifer McGillis, a highly seasoned agent who wanted to be the top agent in Norwood, joined our team and within six months had become the number-one producing agent there.”





Peter doesn't see the team as a traditional, top-down sales team. He sees the team as a platform where agents can go deep and wide with their spheres of influence, provide a superior, systemized customer experience, and establish themselves as the agent of choice in their local neighborhood.

### Keller Williams Seven Hills

Keller Williams' mission statement is "careers worth having, businesses worth owning, and lives worth living." Peter aims for that for his brokerage.

As the owner of the Keller Williams Seven Hills franchise, Peter envisions creating 10 millionaires, as well as sharing a million dollars of his brokerage's profit back with its agents. With doors open for the office just over two years, he is proud to be one of the top 10 offices in the city. The focus of Keller Williams

Seven Hills Realty is to provide training, resources, and support to enable agents to build businesses worth owning.

Another win for the young brokerage – Keller Williams Seven Hills Realty recently qualified as one of the top Keller Williams franchises in the country as surveyed by REAL Trends.

### Taking Careers to the Next Level

"The important thing for me is for agents to know that I actually care. I make sure that people are fully supported, and I'm doing everything I can to help them pursue success. My job is to equip them with everything that they need to get that success for themselves," says Peter.

"Real estate is always changing; there are always challenges. There is always an opportunity to help someone in this industry, and that really doesn't get old," explains Peter.

He adds, "The people at The Chabris Group are amazing. They are true professionals, and we all work hard. With the exception of 2018, we've been

the top sales team in Cincinnati since 2013. We closed 351 sales for \$78 million in volume last year. Even more exciting is that in the first 60 days of this year we sold 90 homes." He attributes his success to the talented people he works with: the agents, their sales managers, and the staff who support them, all while focusing on the three differentiators in his business (relationships, customer experience and local focus).

Peter is currently helping agents think and act more strategically. He says, "This moment we're all a part of in our industry's history will be transformational for some and career-ending for others."

### Thriving in Challenging Times

Peter believes that those who thrive will lean into all the technological changes and build their value to the consumer around three things:



**“The important thing for me is for agents to know that I actually care.”**



1. Developing deep and robust relationships with their spheres of influence
2. Bringing an obsessive pursuit of delivering the perfect customer experience
3. Being the undisputed neighborhood expert, sometimes referred to as being “hyper local”

Peter explains, “Our industry is going through some major changes. A lot of it can’t be seen yet, but it’s rumbling right under the surface, and a lot of agents and leaders are starting to feel it. Technology will finally have a real impact in our industry over the next few years. As it takes over more of our functionary responsibilities – and even attempts to take over some of our fiduciary responsibilities – our value proposition as agents for the consumer will be challenged. For those agents and brokerages that get ahead of these changes, they are going to thrive; for those who miss the boat, they are in for a world of hurt as

the technological landscape and the consumers’ use of technology and perception of our value in this space changes.”

“We need to provide an amazing customer experience,” says Peter. Through checking in both formally and informally, the agents at The Chabris Group ensure that they meet and exceed their clients’ expectations – and earn those future referrals!

“Everyone who touches the clients is rated on several criteria on a scale from 1 to 5 to make sure that we deliver a five-star experience. Of course, as a sales team, we have production standards, but we also have customer-experience standards.”

### **Giving Back Through The Chabris Group Cares**

Peter also believes in making a difference in the community. In 2018, he started The Chabris Group Cares, his sales team’s charitable foundation. TCG Cares’ mission is to help disadvantaged homeowners in the communities that The Chabris Group serves. The foundation corrects safety issues, performs deferred maintenance, and offers cosmetic and landscaping improvements to improve the curb appeal of the home – and the neighborhood.

“In addition to running and funding TCG Cares, I contribute to Keller Williams Seven Hills Cares, an emergency fund for our brokerage’s agents that find themselves experiencing hardship and need financial relief. I also support People Working Cooperatively,” adds Peter.

### **Outside Interests**

When Peter isn’t working, you can find him with his family. He has been married to his wife, Lynn, for 17 years. They have two children: Sophia (16) and Christopher (13). Their dog, Lucy (6), rounds out the family.

In his free time, Peter enjoys playing the guitar, traveling, skiing, hiking, and unsuccessfully trying to learn golf.

For more information on The Chabris Group, check out [asktcg.com](http://asktcg.com).