

# TOP AGENT MAGAZINE



## CHANNING BOUCHER

Eighteen years ago, Channing Boucher was cutting his teeth in Silicon Valley and the world of high technology. He started out as Senior Vice President in charge of business development and product marketing initiatives for Liikkuva Systems International, a global pioneer in GPS satellite guidance technologies. He then went on to Daewoo Telecom Ltd providing business development and product design leadership for the same type of technologies. A year later, he started his own firm, Powderhorn Group, which provided business and technology consulting services for small to mid-sized companies, including real estate companies in his hometown of Crested Butte.

“During my time with Powderhorn, I led many real estate firms and their agents onto the Internet for the first time, providing strategic sales, marketing and business development consulting,” explains Channing. “The impact I had on my real estate clients and the success they enjoyed inspired me to become a REALTOR® myself.”

Come 2006, Channing decided he was ready for a change. “The real estate market was growing in Crested Butte so I stopped consulting and got my real estate license.” Channing says.

Channing’s real estate career started at EagleBrooke Realty, an independent firm located in downtown Crested Butte. In five short years, Channing became a Top 3 REALTOR® in his market and the No. 1 producing REALTOR® in Gunnison County in 2012 for Sotheby’s International Realty.

“I joined the Sotheby’s family the same day the Crested Butte arm of the company, Benson Sotheby’s International Realty, was founded,” says Channing, who serves the Crested Butte and Upper East River Valley areas with additional presence in Gunnison, Lake City and Powderhorn, as well. “My real estate practice comprises Crested Butte area luxury homes, land, ranch properties and some commercial real estate.”

Specializing in both residential and commercial properties alike, 90% of Channing’s current listings consist of luxury homes and ranch properties. He also represents ski area development land and homes in the historic town limits of Crested Butte. “One of my favorite things to do is to sell rural ranches and fishing and hunting properties throughout Gunnison County, including the Ohio Creek Valley,” he professes.

Channing’s successful transition from one career to another has as much to do with his Internet marketing, social media and technology skills as it does his outstanding customer service and communication skills. “Having used various technological tools

to train people, my background in marketing gave me a leg up,” he says. “I utilize social media and search engine marketing as much as I can. Search Google and I come up first.”

In addition to social media, Channing also uses a database that contains over 3,000 contacts in order to distribute his monthly e-newsletters all over the world. He has great success and gets consistent inquiries from his campaigns, which include economic, community and market information. “I know it is a bit old school to send e-mail blasts but people respond very well.”

Something else people respond well to is Channing’s knowledge of Crested Butte and the total support he can offer them before, during and after a deal is closed. “Whether it’s questions about contractors, interior designers or the best property managers, I tell my clients to use me and my local knowledge in order to avoid any pitfalls of second home ownership,” he says.

In a remote resort town as small as Crested Butte, which has no parking meters or stoplights, it’s important that Channing works closely with his real estate clients after the sale too. “My clients need a ton of ‘post-sale’ guidance,” he explains. “I am happy to help because I appreciate the people that find Crested Butte and our lifestyle. It gives me tremendous satisfaction to help people with a similar affinity for this Rocky Mountain lifestyle. It’s the best part about what I do.”

In his spare time, Channing has served as President of the Crested Butte Junior Nordic Ski Team, where he volunteers his time and sponsors a program that impacts more than 70 local children, one of which is his son who’s a very passionate ski racer.

Five years from now, Channing hopes to continue having success and maybe even own a Sotheby’s franchise of his own. Until then, his goal is to apply the tools and techniques to build his business and help others. In 2007, he established a virtual tour production company to help further the local real estate industry as a whole and keep it on the cutting edge. “It’s all about the community and keeping it strong, so I don’t mind doing virtual tours for other REALTORS®.”



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