

PROMOTIONAL FEATURE

# Customer comes first at ERA Sargis-Breen

By **PATRICE FISHER**  
STAFF WRITER

ERA Sargis-Breen Real Estate Co. at 66 Cedar St., Suite 202, Newington, and 898 Farmington Ave., Berlin, is a recent recipient of the ERA national



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Jim Jackson Memorial Award for being first in customer service. This was a third-time win for the company.

Sargis-Breen attributes its success to upholding its “reputation for doing things the right way, and staying hands-on and connected to both customers and our sales associates,” company owner Joanne Breen says. Two of her agents are past recipients of the Jim Jackson agent award, with Chris Rose winning for her fourth time this year.

The company was established in 1979 in Newington by Samuel Sargis as ERA Sargis Real Estate. Breen bought into the business in 1991 and Sargis and Breen remained co-owners until Sargis’s death in 2013.

Breen and her associates have remained active members in the community, working with families to find them the best homes on the market. They make it their priority to keep their clients up to date on the current trends in the home-buying industry.

While Breen says her realty company is not unlike other full-service firms in the Connecticut area, she thinks what sets her firm apart from all the



rest is “putting customers first, remaining No. 1 in customer satisfaction and providing a multi-brand suite of products through the ERA franchise that accommodates all aspects of the home-buying experience.”

Products include Zap, an online research tool that allows potential homeowners to search home listings based on specific parameters, such as neighborhood, price range, budget, type of home, number of rooms, etc. and keeps the agent informed and connected to that client before, during and even after the transaction closes.

The business also provides relocation services and main-

tains strong relationships with outside vendors such as mortgage lenders, moving companies, contractors and insurance brokers which Breen says her company “holds to a high standard. If any vendor receives one bad review, they are quickly removed from the list.”

Aside from the website, ERA Sargis-Breen updates its Facebook page frequently with helpful hints, new listings, and market information for home buyers and sellers. She says social media is an important feature when trying to reach the younger generations and promoting the company.

Breen will become the new president of the Connecticut Realtors Association next year. The association advocates for homeownership rights and participates in charitable causes throughout the year, donating time and money to prevent homelessness.

Breen believes “[her] agents will continue to thrive and she hopes the company will stay an integral part of the community and continue to be No. 1 in customer satisfaction.”

“We truly care about making our clients’ experience a smooth and memorable one,” she says.

For more information on ERA Sargis-Breen, call 860-666-5607 or visit its website at [www.erasargis-breen.com](http://www.erasargis-breen.com) Agents are available seven days a week by phone, email or text to answer questions.

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