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BOULEVARD

Tyler
TUCHOW

KENSINGTON & COMPANY

SEPTEMBER 2023

Forging A Confident Path to Prosperity

Meet Tyler Tuchow, president and founder of Kensington & Company Real Estate, a well-established brokerage situated on Las Olas Boulevard in Fort Lauderdale. With vast experience and a remarkable reputation in the industry, Tyler is acknowledged as an investor, company owner, broker, developer, and a mentor to his colleagues. His extensive market knowledge, innovative business strategies, and exceptional negotiation skills have garnered him immense respect.

Originally from Chicago, Tyler has always felt a deep connection to Florida, particularly Harbor Inlet, where his family owned a condo, and where he cherished vacations during his childhood.

After completing his education at Northwood University, a private business school in West Palm Beach, Tyler turned his childhood dream of living in Florida into reality by choosing to stay in the state. He lived in Palm Beach and Aventura before finally settling in Harbor Inlet, in Fort Lauderdale in 1998, remarkably in the same building where his parents owned their condominium.

Tyler's understanding of the financial world, honed during his college years, flourished significantly in his professional role as the finance director and sales manager for Mercedes-Benz, a position he held for fifteen years and where he also trained many salespeople. As he grew his personal investment portfolio, he discovered a new passion for real estate. In 2002, Tyler reached his full entrepreneurial potential by establishing the brokerage Kensington & Company, where he currently mentors real estate agents while maintaining a robust roster of his own clients.

For over twenty years, Tyler's focus has expanded to include various real estate segments such as residential luxury

waterfront homes, high end condominiums, pre-construction properties, and all aspects of commercial real estate, including pre-development, investment opportunities, and finding ideal franchise locations.

Tyler is often praised for his ability to “think out of the box” and his reputation as a tough negotiator often precedes him. He shares some of his insights:

A WINNING OFFER

Tyler explains, “In this market, anytime somebody lists a house for sale, about two hundred people typically show up at the open house. The listing agent usually says, ‘Well, we’re going to wait till Monday to look at the twenty-seven offers we receive and select the best one. We’ll see what happens.’ Well, I’m creative, getting deals done isn’t always based on the highest offer. Being successful is based on terms and the situation the seller is faced with, and what would work for them.”



Tyler Tuchow



SHARPEN YOUR PENCIL

Tyler shares a strategy he used as a young investor, commenting, “I would make twenty to twenty-five offers on the same number of properties in a day. Depending on the responses I got, I was able to determine which seller was ready to negotiate. I basically decided which properties I wanted to buy that day based on how sharp I thought the pencil was, so to speak.”

Tyler goes on to describe a more recent development project in which he assembled three contiguous waterfront properties owned by separate owners to secure property for his development partners. He says, “The projects are large – a couple of high-rise buildings in Edgewater, Miami. My partners are the main developers. One building will be a forty story high-rise, the other one, sixty stories. We actually wound up buying out a small condo building that existed. And that took me about a year to put together – we bought out every condo owner.”

Tristan, Tyler's wife and owner of Luxury Vacation Stays, a luxury vacation rental company that Tyler feels complements his own, offers a keen perspective on her husband's talents, saying “There are many moving parts to putting together complex deals and Tyler makes it look easy. He is creative and a strong negotiator.”

Tyler remarks, “But, it's not just in the commercial world where I negotiate like that. I do that for my residential clients as well. I'm not a gambler, so I don't go and try to put contracts on properties and get stuck with losing deposit money. I have strategic ways of making sure that my clients and I have zero risk in getting involved with trying to secure a property.”

As a broker/realtor, Tyler has meticulously assembled a diverse team at Kensington & Company to meet the varied needs of their clients, with agents who can speak seven





different languages. To adapt to the challenges of a global, ever-changing market, Tyler personally mentors each of his agents. He says, "When they come in as new agents, we help them, start to finish."

Tyler's advice to new agents is crystal clear. He says, "Go with an office that's going to support you. Real Estate agencies typically don't give leads and clients. Go with a firm that not only gives you the support but also gives you business. Otherwise, in this day and age, if you are a new agent, you typically will not have a 'book of business' or a 'sphere of influence' large enough to be successful. Go with a firm like ours that gives hands on support and client leads."

When asked about his plans to expand his brokerage into other areas of Florida, Tyler responds enthusiastically, saying, "Absolutely! That would be something we would definitely explore. We'd love to be in Miami and in the Palm Beach area as well."

Tyler and Tristan are loving parents to two bright young children, eight-year-old son Tegan and six-year-old daughter Talia. The family enjoys traveling together, skiing, cruising & boating, trying out different restaurants and foods, and visiting grandparents. Above all, they cherish being a close-knit family.

Tyler and Tristan are committed to keeping up with trends

and market shifts to secure the best future for their family. They both agree that Florida Real Estate is on a new trajectory.

Tristan says, "Miami used to be the international hub, but we're now seeing a lot of people coming into Fort Lauderdale, especially with the introduction of the Brightline High Speed Train."

Tyler emphatically agrees, adding, "A lot of large corporations have relocated to Florida. As an example, Citadel is the largest hedge fund in the world. And they came from Chicago, and have been buying up South Florida. Many developers are building office buildings in downtown Fort Lauderdale and they are renting to these corporations. Aside from our beautiful weather, we have no state income tax and many benefits to entice visitors to vacation here, and buy homes here. Our location is 30 minutes to Miami, and 45 minutes to Palm Beach. We have two of the largest cruise ports (Fort Lauderdale & Miami) in the world as well as 3 International Airports and now we also have the best soccer player in the world having joined Inter Miami, which currently plays out of Fort Lauderdale."

In summary, through dedication and a willingness to adapt, Tyler and his brokerage, Kensington & Company have become leading figures in Real Estate. Through expanding his brokerage, continuously expanding his sphere of influence and making strategic deals that shape the future of Florida's Real Estate landscape, Tyler Tuchow has placed himself, his company and his family on a secure path towards a prosperous future.



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