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Cathie & Kevin Rockoff
Built Their Way

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Cathie & Kevin ROCKOFF



Built Their Way

Long before they built a brokerage together, Cathie and Kevin Rockoff discovered a shared appreciation for homes, and for what vision and effort could make possible.

For Cathie, it was the architecture, the design and the ability to see a home's potential. For Kevin, it was the satisfaction of working with his hands and bringing that potential to life. What began as a personal interest eventually became Rockoff Realty. A business grounded in the belief that thoughtful, experienced service could come at a cost that left sellers with more of their equity.

Their 1% full-service listing model would become the brokerage's signature. But the path to creating it was shaped by years of work, family life and an unexpected coin toss.

Kevin's interest in real estate began in 1997, when he purchased his first house while living in Miami and working for a rum and cigar importing company. He spent his evenings renovating, tiling and making repairs, drawn to the work by the simple pleasure of improving a home. When he returned to Connecticut and sold the property for a profit, the experience left a lasting impression.

As he and Cathie built their life together, that interest became something they shared.

Cathie had worked in office management and banking before making two significant career changes in 2005: becoming a real estate agent and an EMT. Both offered ways to serve her community and help people through important moments in their lives. That same year, while raising three children, she and Kevin earned their real estate licenses.

With Kevin working in the wireless internet start-up business and Cathie beginning her work in emergency medical services, they initially pursued real estate alongside their other professional commitments.

Four years later, they decided it was time for one of them to become a broker. To settle the question of who would take the exam, they flipped a coin.

Kevin took the exam, earned his broker's license and, in 2009, Rockoff Realty was born.

By 2017, they were ready to devote their full attention to the business. With the sale of Kevin's company, he left corporate life, and Cathie stepped away after 10 years of working on an ambulance. Together, they began looking more closely at how a brokerage could best serve its clients.

Kevin's background in economics led him to examine the traditional commission structure. Technology had changed the way agents conducted business and buyers searched for homes. The expense of maintaining a traditional brick-and-mortar operation was no longer essential to providing excellent service. Cathie and Kevin saw an opportunity to pass those efficiencies along to sellers.

Rockoff Realty began advertising a 1% full-service listing at a time when the traditional commission model still dominated the industry. The approach gave homeowners a way to keep more of their equity while receiving the experience, guidance and personal attention they deserved.









The idea resonated. It became a defining part of the brokerage, but Cathie and Kevin have always understood that the savings carry meaning only when the service delivers.

For Kevin, the brokerage's more than 100 reviews, every single one 5-star, across Google and Zillow speak most clearly to that commitment. Behind each review is a client's experience, and that feedback matters more to him than the percentage itself. Their aim has always been to bring exceptional service and meaningful savings together.

For Cathie, much of that service comes down to accessibility.

"When you call me, you're getting me," she says.

Rockoff Realty does not use transaction coordinators. Clients communicate directly with their agents, allowing the people guiding the transaction to remain closely connected to the people making the move.

That connection matters when buying or selling a home accompanies a larger life transition. Cathie has helped clients navigate divorce, probate, aging parents and other circumstances in which the real estate decisions are only part of what they are carrying. She also loves helping families find their first homes and watching their lives unfold in the years that follow.

"I become almost like your confidant as well as your agent," she says.

One couple was expecting their first baby when Cathie began working with them. Today, they have three children, and she still sends the children Christmas presents. It is a small, personal example of the relationships that often continue well beyond closing day.

Those relationships have helped shape a business built heavily on referrals. Past clients introduce siblings, relatives and friends, while many return when their own needs change. The trust established during one move often becomes the foundation for the next.

Today, Rockoff Realty is growing beyond the business Cathie and Kevin first built around themselves. The brokerage expects to reach seven agents, with growth guided by a shared approach to the work.

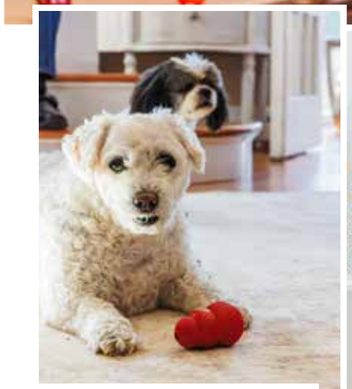
Kevin says the company does not rely on outbound agent recruitment. Instead, it has grown organically, attracting people who want to provide value, earn a good living and help others. As the team expands, Cathie and Kevin want to preserve the personal attention and sense of purpose that have shaped the brokerage from the beginning.

Their work has also given them a way to support a cause close to both of their hearts: animal rescue.

Through "Rockoff for Rescues", Rockoff Realty donates $100 from every home sold to local rescues, with a guaranteed minimum contribution of $1,000 each month. To date, the brokerage has donated $44,000 to animal rescue organizations.

Working alongside WFSB's Renee DiNino, Cathie and Kevin have surprised rescue organizations with donations and helped bring attention to their efforts. It is a commitment that connects the success of their business with the care of animals in their community.









At home, that love is reflected in life with Lilly, Abigail, Holly and Bridget, their four dogs, three of whom are rescues.

Cathie and Kevin have three children and five grandchildren and live on five acres in Hebron, in the Amston Lake district, in a 100-year-old home they restored together. Their home reflects the same shared interests that first brought them into real estate: Cathie's eye for design, Kevin's enjoyment of renovation and their willingness to put care into something over time.

Cathie gardens, cooks and tends to hundreds of plants for butterflies and bees. Kevin is happy to climb onto the tractor and mow, enjoying the land and the outdoors for a few hours.

Seventeen years after the coin toss that launched Rockoff Realty, the brokerage has a wider reach and a growing team. Its foundation, however, remains familiar: experienced, personal service; meaningful savings for sellers; and lasting relationships with the people who place their trust in them.

Cathie and Kevin have built a business that reflects what matters to them and, through it, found a way to help people make their next move while giving something back to the community they call home.