

# TOP AGENT

MAGAZINE

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After graduating from college, Michael Milano spent time working in television for the sports department at the CBS affiliate in San Francisco. Although he enjoyed some things about his work, he decided that it wasn't ultimately the career for him. "I took a part-time job at Trader Joe's while I got my real estate license," says Michael.

Michael had friends in the industry who were enjoying great success, so in 2007 he began to work with his Realtor step-father at Coldwell Banker in Greenbrae, California. It was here where he first started to really understand the needs of clients. Ultimately, that led to him establishing himself as one of the top Realtors at Bradley Real Estate. He serves the beautiful Marin and Sonoma Counties of Northern California and deals with some of the most desirable properties in the area.

"A short term goal for me is putting a couple more people in place to help me as I get busier with transactions," says Michael. This will allow Michael to spend more time meeting with clients face-to-face while expanding his team of go-to professionals who help make his transactions a hassle-free experience for residents of Marin and Sonoma Counties.

With a stable of high volume, repeat clients and constant referrals, Michael's natural ability to connect with people and put them at ease while they're going through the transaction is what sets him apart from his peers. "The first time home-buying process is something you help educate your clients through," he says. "I don't just end that process once they've bought a house. I keep my clients in-tune with what's going on in their neighborhood. I try to stay in front-of them," says Michael.

Understanding how daunting buying or even selling a home can be is what separates the top Realtors from the rest, and Michael's added attention to the smaller details is something his clients continue to appreciate. He's highly adept at recommending the right professionals to his clients, whether it's an inspector, lender or an escrow officer. Michael demands the same level of care and attention from his team as he does for himself.

With communication also being key in any high-value transaction, Michael is happy to keep in touch with his clients in whichever way works best for them. Sometimes that's by text, sometimes it's email, and sometimes it's by phone. Making his clients feel comfortable throughout the process is the only way Michael does business.

Michael's favorite part about being a Realtor are the people he gets to work with. "There's so many opportunities to have an impact on everybody you work with in a transaction, not just the clients that you serve, but the other agents, loan officers, and receptionists," he says. It's his communication skills that have garnered him a fantastic reputation within the industry.



Michael believes that you can often measure the success of an individual by what he chooses to give back, and in Michael's case that's working with the Young Professionals Network, an organization created by younger agents within his own community in Marin County. "We did a fundraising activity at the beginning of the year to help underprivileged children get school supplies," says Michael. Inspired by an article he read in a magazine about another real estate agent, Michael coordinated a food-drive this year. "The company I

work for, which is locally owned and operated, is involved in a lot of community activities," says Michael. "When I'm able to, I like to sign up for different events." When Michael's not working he enjoys spending time with his wife and their two young children. "My free time is all spoken for with family," he says.

This year Michael looks forward to his continued success as he grows and expands his business within the real estate industry. "I love what I do," says Michael, "and it's mostly because I get to be face-to-face with people."

To work with Michael you can contact him here:

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