

featuredagent

magazine



MICHELLE
ASTERINO



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“When I’m in, I’m all in,” says RE/MAX agent Michelle Asterino. “When I got into real estate, I thought at first I’d do it on the side,” she recalls. “But I realized I loved it, and I really believe there’s no way to be successful if you can’t do it full-time.” She became a real estate agent in 2004, and has spent more than a decade helping home buyers and sellers throughout Central Phoenix, the Biltmore area, Scottsdale and Cave Creek.

Michelle’s give-it-all attitude is just one of the many reasons she is able to work with nearly all repeat and referral clients. “It brings me so much joy when I get to work with a client again or a new client tells me they were referred by someone they know and trust,” she says. “That tells me I made a connection and they liked my service, which means the world to me!”

A strong emphasis on continuing education also helps Michelle stay on top of her game. She is committed to being knowledgeable not only about the areas she works, but about the market as a whole, and the larger real estate industry. “I always want to provide the best value and never lose sight of the fact that my client’s home is likely the biggest investment they will ever have,” Michelle explains. “I stay current with what’s happening in the market and attend a lot of continuing education classes to ensure I am providing the best value.”

Early in her real estate career, Michelle received some valuable advice that helped shape her business. “I learned that the marketing piece of real estate is so important,” she says. “It’s such a big part of it and I had no idea about that in the beginning. You can’t just put a listing on the MLS and think that’s



going to get a property sold.” She has developed consistently effective marketing programs to ensure her clients’ properties are being showcased to their best advantage. “I have someone who works on my SEO so my clients are represented well online,” she says. “If something is outside my realm of expertise, I hire experts to make sure it’s done well.”

Michelle views every relationship as a partnership. “No matter who I’m working with, I like to work as a team to reach a common goal,” she says. “With my clients I let them know that we are partners every step of the way. I keep them informed and always let them know what’s going to happen next. That consistent communication dictates how well a transaction is going to go.” She has a similar philosophy for working with vendors and fellow agents, too. “It’s about partnering with good title companies,



lenders, and others to make the transaction smooth and stress-free,” Michelle says. “Not all agents think that way, and I always tell them I’m here to work with you to reach a deal that benefits everyone.”

For Michelle, it all comes down to treating her

A photograph of Michelle Asterino and her family of four sitting on a stone patio by a swimming pool. Michelle is in the center, wearing a white dress. To her left is a young woman in a black top and white skirt. To her right is a man in a black shirt and pants, and further right is another young woman in a white top and black skirt. They are all smiling and looking at the camera. In the background, there is a stone wall with a waterfall and a swimming pool.

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clients like family. “I conduct every transaction as if I was buying or selling my own home,” she says. “I believe in being honest and maintaining high ethical standards.” It’s that commitment to her clients and her profession that has led her to receive a number of awards, including being named a Million-Dollar Producer her first year in the business. She is also part of the RE/MAX 100% Club, and is one of only 7,500 Global Elite Marketing Agents worldwide, which allows her to market her properties internationally through a network of agents.

Family is a strong theme that runs through everything Michelle does. She and her husband have two

daughters, and together they were involved with the National Charity League. “I was the National Charity League liaison to Phoenix Children’s Hospital and we volunteered at St. Mary’s Food Bank. I also regularly donate to support juvenile diabetes research.”

When she’s not working, Michelle loves to cook and entertain friends and family at home. “I have a great home that’s perfect for entertaining,” she says. “My husband and I are both Italian and we’ve been to Italy a few times, so of course we’re all about good food and wine,” she adds with a laugh. “Every Sunday you’ll find a big group here for family dinner. We all love that!”

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