

featuredagent

magazine

MICHELLE
GORDON





MICHELLE GORDON

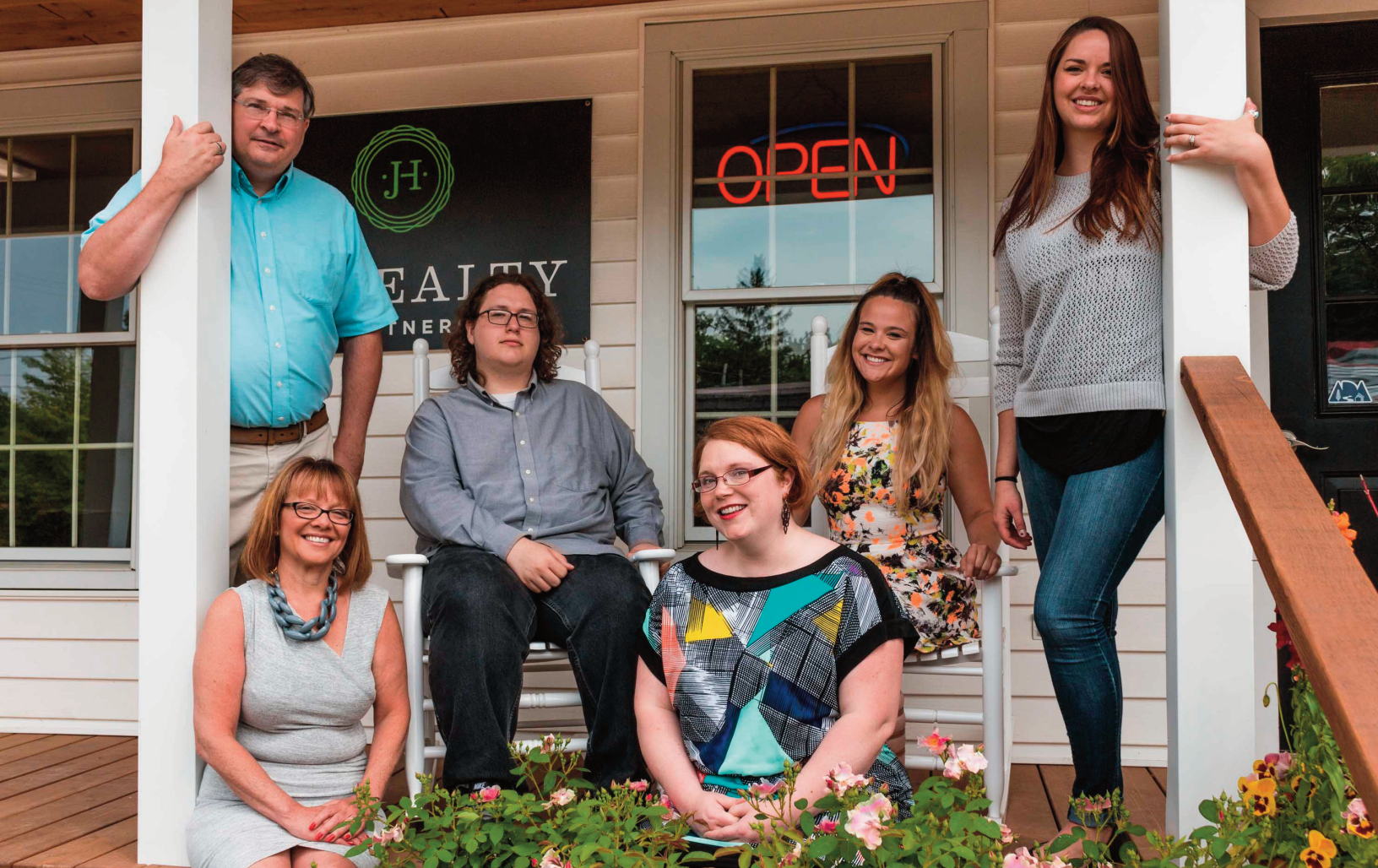
Early in her career, Michelle Gordon loved using her background in interior design to make model homes beautiful and inviting. What she didn't love was not being the one to sell the homes. "I knew I wanted to have closure and bring it full circle and have the chance to sell the homes, too," she recalls. "It was always my dream to be in real estate, but I was nervous about it due to the inconsistent income." She got her chance to pursue that dream when her husband's job relocated the family from Pennsylvania to Michigan. "We no longer required my income, so it was my chance to finally try real estate," she says. "I laugh about it now because initially I thought it was something I could do part-time while my daughter was in school." Like so many agents before her, she soon realized that success in real estate comes as a result of making it a full-time career.

Licensed since 2002, Michelle manages her own team — The Gordon Group GR — and assists clients throughout West Michigan with residential and commercial real estate services. Though the term "concierge service" has recently gained popularity

in real estate circles, Michelle and her team have been practicing that philosophy for years. "First and foremost, we are relationship-based," she says. "I still communicate with the very first client I ever worked with in 2002." She explains that while the team has systems in place to ensure productivity and efficiency, there's always room for flexibility based on a client's individual needs.

"No two people are the same, so our systems can be adjusted to each person's lifestyle," she says. "I learned a long time ago that if you have solid relationships with your clients, business will never be slow, because they'll always be there for you."

Given how much she focuses on giving her clients personal attention, it's not surprising that more than 65% of Michelle's business comes from repeat clients and referrals. "Another thing we focus on is developing and maintaining strong relationships in the community, because we want to be our clients' resource for everything even semi-related to their home," she says. "That can be a contractor, a dentist,



or where to go for a great dinner out. Because I've personally had to relocate so many times, I know what it's like trying to find good people. I had a bad experience with a contractor once and I never want that to happen to my clients."

Michelle acknowledges the "fast and furious" pace of real estate today, and makes it a point to instill in her team that there's more to it than making a quick deal. "It's very easy to fall into that and forget your core values. We never want that to happen," she says. "People trust us, and that's because we've shown ourselves to have values and proven we are trustworthy." Another thing Michelle stresses to her team is the importance of continuing education. "I wish I had understood in the beginning of my career how important education and designations are," she says. "I'm working on them now, but that can sometimes mean working 12- or 14-hour days." That extra work is paying off. Michelle currently holds her CRS, ABR, and SSR designations. She is also a certified Short Sale Specialist. And there's one more thing she makes sure her team does regularly. "We

have fun! Real estate doesn't have to be stressful. It can be a good time when you are working with someone you like and care about."

Community involvement has been a cornerstone of Michelle's career since her early days in the business. One of the first things she did was start a foundation called F.L.O.W. — Friends Landscaping Our World. They landscaped up to 10 homes a year in challenging neighborhoods to increase the area's curb appeal. The program was so successful that Michelle received the Good Neighbor Award from the Grand Rapids Board of REALTORS®. "I drive by those homes to this day and they are all still very well-tended," Michelle says. And that's really what it all comes down to for her — changing her clients' lives for the better. "I enjoy watching people's lives change," she says. "Usually someone is buying or selling a home because they're getting ready to do something different in their lives. I feel very proud to be part of that; I take it seriously and find it very gratifying. Real estate is not just about an income to me. I go about it more personally."



“PEOPLE TRUST US, AND THAT’S BECAUSE WE’VE SHOWN OURSELVES
TO HAVE VALUES AND PROVEN WE ARE TRUSTWORTHY.”

With her team’s two divisions — The Gordon Group GR and Distinctive Homes GR — they are able to help a wide range of clients who are at varying stages of their real estate journeys. With plans in place to expand into commercial real estate, there’s no doubt the future looks bright for Michelle and her team. “My daughter, Amanda, who has been licensed for a year, recently joined my team. She’s been working with me in one way or another since she was 13.” From the sound of it, Amanda is ready to take things to the next level. “She has plans to expand the group to Chicago and Traverse City, because a lot of people own homes in both places,” Michelle explains. “That will allow me to stay focused on being hyper-local.” In fact,

she recently took a big step transferring from Keller Williams to a local boutique brokerage, JH Realty Partners, so she could do just that. “I’m very big on ‘local first’ and keeping money from these transactions within our community,” she explains. “I wasn’t sure what was going to happen with my business when I made that move, but it has actually doubled!”

When she’s not working or studying for a new designation, Michelle loves spending time with her husband, family and friends. “I have a beautiful home that’s designed for outdoor living. If I can take an afternoon off and sit by the pool with my friends and be silly, that’s my favorite thing.”

MICHELLE GORDON

THE GORDON GROUP GR | DISTINCTIVE HOMES GR | ADA, MICHIGAN
616-259-8211 | MICHELLEGORDON@GORDONGROUPGR.COM
WWW.GORDONGROUPGR.COM