

# TOP AGENT

MAGAZINE

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## MICHELE TAYLOR



How did Michele Taylor become one of the most trusted agents in Northern Colorado?

Michele has had a lifelong interest in real estate. After moving to Colorado in 2007, a broker friend noticed she also had all the makings of a

great agent. He encouraged her to pursue a career in the industry. After receiving her license in 2010, Dominic put Michele under his wing as his buyers' agent and taught her how to become a successful Realtor. She now leads the Michele Taylor Team, which consists of four agents serving all of Northern Colorado.

An impressive fifty percent of her business comes from repeat and referral clients. What keeps her clients coming back and eager to refer their friends and family to Michele? She's personable, easy to talk to, and focuses more on their goals than on sales. "They become my friends, and I want to help my friends buy and sell their homes," she explains. When she first meets with a client, she asks them how she can help them, what they are looking for in an agent, and—if they've ever worked with an agent before—what they liked or didn't like about the service they received. "I'm not focused on sales. Instead I try to get to know my clients and give them what they are looking for," Michele says. "That's my approach." She educates them throughout the process and keeps them up-to-date during every step of the transaction. For buyers, she does daily personal searches, only contacting them about listings that will likely be a great match. She does not put them on an automatic search that could sometimes send them homes they are not looking for. She will go above and beyond to search outside of the MLS and think outside of the box to find them homes, even knock on doors if she has to. "This is my job, to find them homes" she says. To keep in touch with clients, Michele prefers a personal touch, reaching out by phone or text a couple times a year.

When it comes time to market listings, Michele's expertise really shines. She sends mailer's to nearby neighborhoods to let them know about the listing, conducts a thorough campaign on social media, and posts the listing on all the major real estate websites. But she also talks up the listing among her circle of influence and other top agents in the area. The result of the buzz she creates is often a quick sale at a very competitive price. After working with Michele, her clients say she's an authentic, spunky, go-getter who clearly loves her job and always keeps their best interests at heart. She's down-to-earth, straightforward, and makes the process as fun as possible for her clients.

What's Michele's favorite part of the job? "I love working with people. It's great to see how excited they are when they reach their goals—especially first-time homebuyers." To give back to the community, Michele volunteers to support local events. In her cherished free time, Michele loves boating in the summer. During a cold winter, she enjoys taking a week off to soak up the sun in Mexico. The mother of six children, she spends as much time as possible with her family. For the future, she plans to grow her team and would eventually like to have her own RE/MAX office.



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