

TOP AGENT MAGAZINE

MICHAEL BIEHLER

“Whether making their first or fifteenth transaction, everyone buying or selling real estate today benefits working with an experienced REALTOR® who has a well-rounded understanding of how to navigate the latest industry complexities,” says REALTOR® Broker Michael Biehler of RE/MAX Equity Group in the Portland, OR, area. “We have a lot to offer people,” referring to himself and his wife / real estate partner Michele. “We’ve completed more than 400 transactions over 24 years plus have bought and sold several properties of our own.”



Michael tries to inform and educate younger-generation buyers and sellers because he knows he provides them invaluable service. “A primary core of our business has always been past clients sharing our name with their family and friends, but social media networking methods are changing. We’ve adjusted our ‘client stay in touch’ strategies,” says Michael. “And we’re attracting more and more Millennial clients now.” It’s extremely important, he says, for younger buyers and sellers to seek out the one-on-one attention of agents like Michael and Michele, who avoid the glitz of the large-scale team structures but rather focus on intimate, experienced concierge-style services for each client. “We’re here as their confidante for a very important decision, maybe the biggest financial decision of their life.”

Michael has therefore expanded his marketing methods; he’s also broadened the online footprint of his business. Listings receive professional photography sessions. A heavy online advertising program through RE/MAX and all the major real estate sites is used. “Additionally, included with our listing package is a personal consultation with a certified professional stager to help the seller prepare the home in advance. Often it’s the pre-market efforts that help the property sell easily. We also have a licensed transaction coordinator and a marketing assistant; we believe in working on a personal level with each client.” People describe Michael as positive, easy-going, intuitive and open to sharing his valuable knowledge with others. Quality ongoing customer service is a core value of his.

More than 90% of Michael’s business comes from repeat clients and referrals. “I believe in staying in touch with people. They hear from me regularly. We offer a multi-faceted service program. We connect clients with a full network of subcontractors to help them prepare for a sale or if they’re buyers help them during and after their purchase,” says Michael. He adds that because of their trusted network, past clients continue to use these service providers over the years. That network includes movers, cleaners, electricians, plumbers, roofers and more. His service program

even includes a supply of moving boxes shipped to sellers in advance of a listing, which allows sellers not only to declutter before listing but to get a jump on their move. “If they move locally, we even try to retrieve the boxes to pass them along to the next seller,” says Michael; it’s a practice that reflects Portland’s climate of sustainability.

Ongoing communication with buyers and sellers enriches Michael’s real estate career. “I enjoy working with so many different people from various walks of life,” he says. Over the years transactions have included single family homes, duplexes, raw land, condos, apartment buildings, historical homes and even a horse ranch. Because he and Michele are active investors, they also stay abreast of opportunities for their investor clients. “The longer you’re in it,” he says, “the more repeat business you do.” In one recent week, for example, Michael completed the tenth transaction for one client and the fourth for another.

Fittingly, Michael’s charitable and nonprofit efforts directly impact community issues related to homelessness and affordable housing. “Michele and I are involved with United Way and Habitat for Humanity,” says Michael. “And we support the Portland nonprofit, PEAR, which helps young people, ages 18-25, who are no longer supported by the Oregon Foster Child Program.” Often these young people wind up homeless even before they have had a chance to finish high school. PEAR helps them learn life skills to get off the street and navigate early adulthood, he explains. And to refresh between work and community service, Michael describes himself as a “bogey” golfer, a regular swimmer, and enjoys watching sports events.



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