

TOP AGENT MAGAZINE



MICHELE PARKER

With a business mind and a naturally ambitious spirit, it is not surprising that Broker Michele Parker has come so far in the real estate industry. She got her start over 13 years ago when she worked as an administrative assistant at RE/MAX. It was there that she met her mentor, Jeff Knipe, who offered her the chance to work with him and build a team. That team became Knipe Realty NW, Inc. a full service real estate company with branches covering Portland, Vancouver and Salem. There are 150 brokers, and the company is continuing to expand.

Michele has become an expert in the industry, and offers her knowledge to other real estate brokers through a mentorship program. Each year, she mentors at least 15 brokers in a one year mentorship with weekly teachings. Brokers learn how to do everything real estate related, including how to negotiate, write bulletproof offers, market themselves, etc. They shadow her when meeting with clients and showing property to clients as well. "At our firm, we don't just have people come in and collect desk fees. We're into helping people be successful, that's why we have the mentor program. We're interested in helping people learn how to market themselves and brand themselves to be successful," Michele explains.

Knipe Realty NW, Inc. consists of brokers that are just as driven as Michele, eager to help clients get what they want. They are constantly thinking of new ways to market themselves and stay ahead of the curve. "We're always trying to be creative, whether it be with new financing or other programs. We're just trying to stay ahead of the

trends and have the newest and latest technology out there," she says.

Just as Michele loves educating newer agents, she also loves educating her clients so that they can make the best decisions possible. She never wants anyone she works with to be in the dark about what's happening, or to feel confused about what steps to take next. "My honesty is what my clients remember most about me. I'm not there to sell them a house, and they know that. I'm there to educate them and provide my skills as a negotiator. I'm trying to get them the best things that I can, I'm going to be honest and give them my honest opinion. I want to get them to where they ultimately want to be, and for them to feel confident," she says.

Her clients are her number one priority. She has been involved with Homes for Heroes for years, giving back 30% of her commission to clients who serve in public service sectors. She loves her community and is thankful for all who help make it a better place to live.

With Michele's strong business skills, she could be successful in almost any career path, but she believes real estate is the best choice she could have made because it is always exciting. "I love the people and the networking. It's different everyday. We learn something new every single day, no matter how long you've been in the business, and I love to learn. We meet people from all walks of life from all over the world, we never get bored."

FOR MORE INFORMATION ABOUT
MICHELE PARKER OF KNIPE REALTY NW, INC.
PLEASE CALL 503-453-7242 OR EMAIL
MICHELE@BROKERMICHELE.COM