

TOP AGENT MAGAZINE

MICHELLE BRANCO

Michelle Branco began her real estate career almost 9 years ago. She was a stay-at-home mom helping her husband, homebuilder Walter Branco of Noah Homes, with his business. “I just fell in love with the business,” Michelle recalls. Now, Michelle says, “I have people on their second and third homes with me, and I have clients who refer me to their kids or family friends.” Over the years, Michelle has built a solid reputation for herself as a hard-working, compassionate Realtor® with a personal touch.



working, Michelle loves spending time with her family and being involved with them, taking her kids to every sporting event, practice, and game.

In the future, Michelle plans to ramp up business more now that her kids are getting older. “We’re a family-run business, with homebuilding and infrastructure side as well as real estate,” Michelle says. “My husband has been a homebuilder 18 years this year, and I would love for my boys to eventually be involved with the company.”

With Royal LePage Binder Real Estate, Michelle serves Kingsville and Windsor Essex County. With her repeat and referral business growing steadily, it’s easy to see why people keep coming back to work with Michelle. “I connect more on a personal level, not just on a business level,” she explains. “I take the extra time with my clients, and afterwards I still stay in contact with them and build those relationships.”

When it comes to marketing, Michelle takes a comprehensive approach that involves using a variety of platforms to get maximum exposure for her listings. She uses both Realtor.ca and her own website, MichelleBranco.com, to promote her listings. That’s in addition to her most powerful source of advertising, word of mouth and referrals.

The results are impressive, but for Michelle it’s not about the numbers so much as it is about the people. “I love the satisfaction of helping people find their homes,” she says. “It makes me feel great and so proud to say that I helped with that process.”

Michelle likes to help out in the community, and she sponsors her sons’ baseball and hockey teams. “We’re very community-based,” she explains. When she’s not

Above all, Michelle wants to continue serving her clients and her community. “We’re very humble, very community-based, and we love what we do,” she says. “We like to be involved with the whole process, from selling your house to building your house to seeing you in the community. We get a lot of people relocating from out of town, many of them coming from Toronto or the surrounding area, who are looking for that small-town feel. It’s nice to give them that whole experience.”



To find out more about Michelle Branco,
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