

TOP AGENT

MAGAZINE

A close-up portrait of a woman with long, wavy brown hair, smiling warmly. She is wearing a colorful, abstract patterned scarf and a necklace. The background is a solid blue color.

Michelle
D. Wood

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“I’m in the business of making people happy,” says Michelle D. Wood, Top Agent with Gold Coast Real Estate in Waikiki. “I listen to our clients, give them options and provide them with the highest level of Aloha service.”

In fact, it was Michelle’s own pursuit of happiness which ultimately led her to make her home in Honolulu and then launch a real estate career. She had worked as a produce company representative, making monthly trips from Los Angeles to the islands to meet with clients. She fell in love with Hawaii life, and when the company disbanded with its president’s retirement, Michelle decided to move here and start over.

She knew the transition would be a challenge. But she had confidence based on more than 30 years of marketing and negotiation experience on the mainland and internationally. And she had a plan.

Because Michelle wanted to learn real estate from the ground-up, she began her career at the very bottom. “I started with leasehold properties,



and now work with multi-million dollar fee-simple properties,” she says.

A big part of Michelle’s plan is continuing education. She works hard to make sure she is equipped with all



of the knowledge her clients could possibly need.

Michelle is a firm believer in “constant and never ending improvement,” she says. “My husband and I own

two construction companies which helps keep me up to date on all of the new and emerging products and technology. I also love taking classes on SEO, marketing, social media, sales, advertising and marketing.”



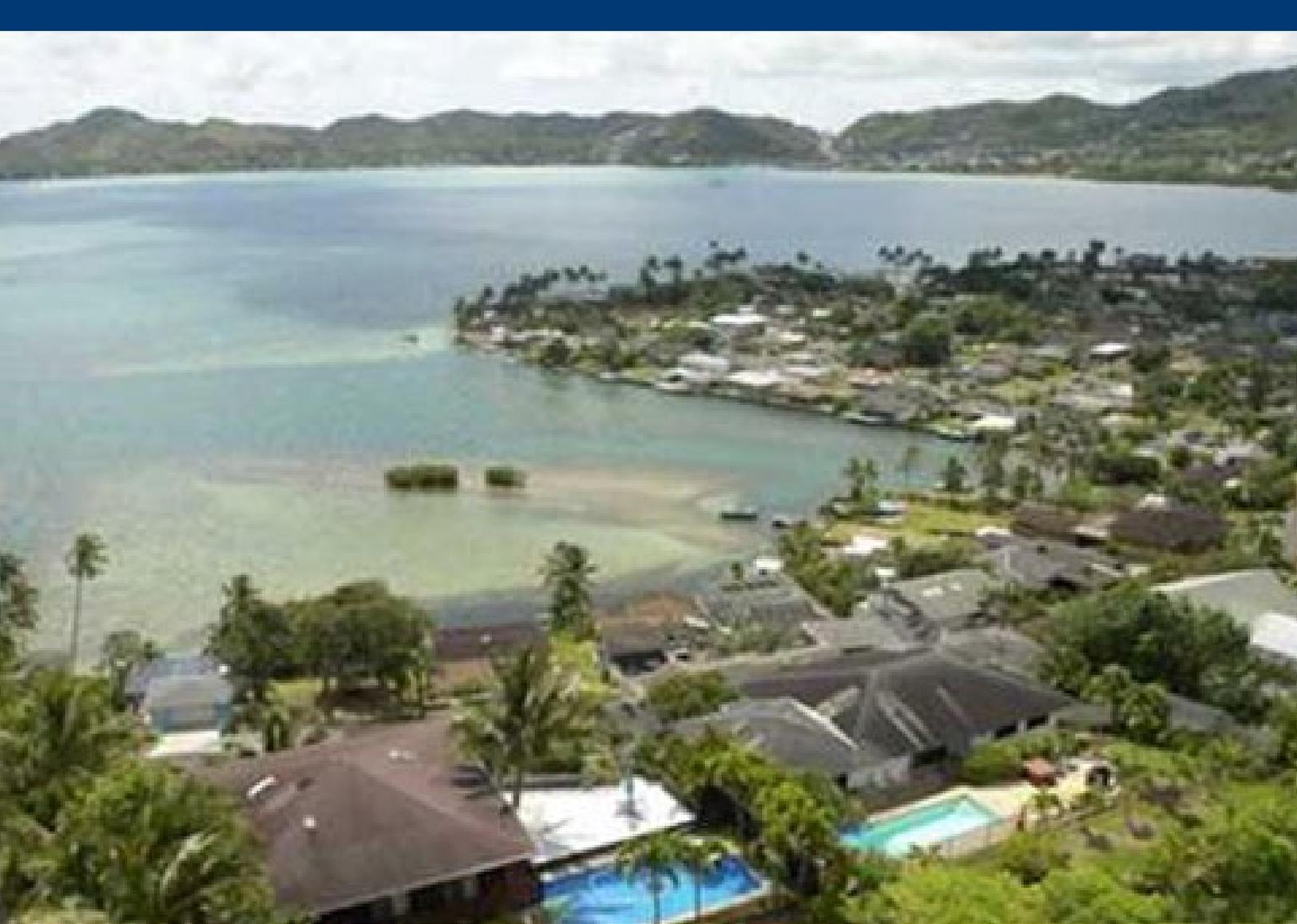
Today Michelle holds the designations of REALTOR® Associate (RA), Certified Internet Professional (e-PRO™), Broker Price Opinion Resource (BPOR), and National Association of REALTORS® (NAR).

Michelle's dedication to her craft, and her determination to be helpful to others have paid off not just for her clients, but for her own business, as well. Michelle is on the "Best in Real Estate" list by *Honolulu Magazine* for 2012, 2013, 2014 and 2015. She was

also named to the Best of Trulia List for being in the top 1% of agents.

And she has won the loyalty and rave reviews of countless buyers and sellers who are more than willing to publicly declare their satisfaction with Michelle's services. "I'm really lucky to be on the receiving end of so many terrific reviews on Yelp! and other sites, as the reviews have led other clients to me," she says.

Part of making people happy means



that Michelle doesn't think of herself as a salesperson.

“When people choose you to help them buy or sell a home, it is an honor,” she says. “They are putting their trust in you, so I refuse to be pushy. My job is to listen and give options, and help to find the property they are looking for, even when they may not know exactly what they want.”

Michelle also is quick to point out that her team at Gold Coast Real Estate

deserves a great deal of credit for helping her to be the most effective REALTOR[®] she can be.

“My team members are invaluable assets,” she says. “We meet at least once a week to brainstorm marketing strategies for our clients. We all have our own unique strengths, which happen to complement each other.”

In her spare time, Michelle is a devoted volunteer. She has assisted numerous nonprofit and charitable



organizations including the American Cancer Society, the Assistance League of Hawaii, the American Heart Association, Goodwill Industries, and many organizations which feed the homeless in both Los Angeles and Hawaii. She also somehow manages to squeeze in an hour of swimming in Waikiki each day.

Between her real estate career and volunteering, Michelle is incredibly busy. And she wouldn't change it for the world.

"I really love what I do," she says. "I'm addicted. It feels so good to be able to help others and I like being able to offer that extra bit of Aloha."

For more information about Michelle
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