

TOP AGENT MAGAZINE

MICHAEL FERRARO

Working with high-net-worth individuals and multimillion-dollar homes comes naturally to Luxury Lifestyle Agent Michael Ferraro of Executive Premier Properties in Westport, Connecticut. A former collegiate All-American swimmer, out of college Michael followed his family's tradition of working as a teacher. But two years ago Michael decided to forge a different path. "I was about 30, working as a teacher and a swim coach. I was getting my second master's degree and my wife and I were expecting our son. My son's birth changed everything for me. I knew I had to do whatever it took to take care of my family." After passing his real estate exam amid everything else he was doing, Michael left his teaching job to focus on building a high-end real estate career in Connecticut's Fairfield County communities.



While at Sotheby's in his first year, he studied constantly, working with a coach to learn how to build a successful real estate business. A year later, after transitioning to another agency and gaining his first listing, Michael earned a big break and met Beth Saunders, his first true mentor in the business. Beth shared invaluable knowledge with about real estate. "With that knowledge, 'I sold a Glastonbury house over asking price for more than \$1 million in nine days with multiple offers,'" he says. "It was owned by a very well-known individual and that changed my life. I had learned how to prospect and was able to reach out to people using social media and videos,"

One of Michael's best childhood friends, Robert Gertler, produced the Glastonbury home's video, pictures and all marketing. Rob owns Mokm Creative Services in New Paltz, NY. "I called him up and said, 'How about we work together and change the game of real estate in Connecticut?' Rob is a true genius and has shot and marketed almost every house I have listed. I can honestly say he truly is the best in the business. I would not be where I am without him." That sale attracted the attention of Connecticut's top-selling agent Amy Rio, who owns independent brokerage Executive Real Estate. Within a few months, Michael was running the Fairfield County office of Executive Real Estate with several employees and \$25 million in inventory. "One of the best parts of what we are creating here at Executive Premier properties is that Beth has come on board to do it with me."

Now 32 years old, Michael's story demonstrates that with fearlessness, tenacity and hard work, anything is possible. "I set out to sell multimillion dollar homes," said Michael, who grew up in small-town upstate New York and lived in the more urban community of Bridgeport, CT, while launching his real estate career. "I remember early on working with a career coach who asked me why anyone with that kind of money would choose to work with me," says Michael, admitting the question was tough. "I said, 'I don't have any listings and I haven't been in the industry long, but that's exactly why you want to work with me.'" His hunger, confidence and eagerness to make tough sales calls and do right by clients soon endeared him to the market.

Known as Executive Premier Properties, Michael's division of Executive Real Estate serves all of Connecticut and a wide range of prices.

"We have \$12 million in listings in Greenwich alone, but I don't do just high end homes," he says. "Do I have multiple, multimillion dollar properties? Absolutely. But is that all I do? No! I have houses for \$299,000 or \$265,000 in addition to beachfront properties, back country mansions and inland properties with beautiful pools."

For all properties, Michael provides the same relative marketing support regardless of price. "We pay for it all. We believe our clients are worth it, whether their house is \$10 million or \$200,000." Marketing includes narrative, lifestyle cinematic "teasers" and full movie tours often drone photography. Each home receives professional photography and is marketed "into the hands of the buyers," says Michael. Beyond mass marketing, he provides targeted marketing directly to agents and buyers. And throughout each client engagement, clients get what they were promised – Michael himself. "My phone is on 24/7. I'm here to solve problems before they become problems."

Michael's work ethic reflects his competitive swimming mindset and the values he gained growing up in a family of educators. "Swimming taught me everything about hard work. It's the only sport in which you don't get air when you want it," he says. "It's just you and the clock." In real estate as in swimming, "At the end of the day it's you serving your client. You train and reap rewards through skill and hard work," he says. Having worked as a teacher and while still coaching kids swimming, Michael enjoys being a role model, helping people set goals and believe in themselves. "If you're willing to learn and work really hard, you can do anything." With this philosophy at the heart of his operations, Michael plans one day to begin coaching other agents. "I want to give back, help more people, and do things for real estate that have never been done."



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