

MICHELLE QUEYREL

By Lalaena Gonzalez-Figueroa

Dynamic, resourceful and in tune with the regional market, real estate professional Michelle Queyrel has cultivated a thriving business throughout Orange County. A graduate of the University of Southern California's Marshall School of Business, she excels in developing solid relationships with her clientele, who appreciate her knowledge and her hands-on approach.

She has achieved remarkable results thanks, in great part, to her straightforward business style. "In order to establish trust-based relationships with my clients, I'm obliged to tell them the truth," she reveals candidly. "It is imperative to me that my clients feel comfortable

entrusting their largest assets to me, and I achieve that trust through honest and direct communication."

Her forthright approach has propelled Michelle to become a highly-accomplished professional who has consistently bucked market trends. She closed over \$10 million in sales in 2011 and represents the highest-priced listing in Orange County in 2012, a stunning \$37 million custom home recognized as 1 Pelican Hill Road North. Her commitment to customer care and unwavering drive to achieve her clients' goals has enabled Michelle to build a steadily-growing base of customers, who appreciate her fresh attitude toward the business of real estate.



A FRESH APPROACH



Michelle thrives under pressure, regularly seeking solutions to challenges and maintaining a proactive approach to her responsibilities. “Sometimes, particularly with a home that has been on the market for a while, a real estate professional can come along and identify new branding or marketing opportunities that will make the difference,” she observes. “That’s where I excel, and HÔM Real Estate Group offers the support and resources I need to accomplish my clients’ goals.”

HÔM Real Estate Group has established itself as an innovative brokerage designed to meet the needs of a broad client spectrum. In addition to offering a wealth of technological systems and exceptionally-crafted print and online marketing and advertising campaigns, the firm is also well-positioned to work with buyers and sellers around the world. The company has cultivated a strategic alliance with Sotheby’s International Realty, joining a distinguished network of luxury and high-end real estate brokerages. “It has been a fantastic move, increasing our international exposure while allowing us to maintain the brand and business we have so successfully built,” notes Michelle.

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Representing the real estate needs of high net-worth clients presents a unique set of responsibilities and challenges, and Michelle skillfully negotiates every element of her transactions. “I’m there with my clients from start to finish,” she asserts. “From twelve-hour photo shoots, to showings and negotiations, I am the person handling the important details associated with a sale transaction.” Her diligence, she explains, allows her to better communicate with other parties involved in the process. Michelle is adept at working with professional partners, financial planners, attorneys and trustees, and maintains collaborative relationships with individuals in order to accomplish successful closings.

In an industry where technology has facilitated an abundance of information for consumers, the savvy real estate professional understands how to consistently add value to each client’s experience. This is where Michelle shines. “The MLS only provides so much information,” she reveals. “There is so much more to a property than the number of bedrooms or its square footage. It can be time consuming to attempt to navigate available properties, and dealing with disclosures and contracts can have serious financial consequences.”

She adds, “My role is to provide my clients with the information that is critical to their decision-making process, to aid them in identifying the type of property and the community that are best suited to their lifestyles and their criteria.” A skillful negotiator, Michelle maintains her clients’ short-and long-term objectives at the forefront of her actions. “I strive to earn my clients’ business,” she states. “My work consistently goes beyond a given transaction.”

Michelle’s region of expertise includes Newport Beach, Newport Coast and Corona del Mar. She works with buyers, sellers and investors. In a challenged industry, it becomes immediately obvious who is destined to survive. Michelle’s positive attitude and solid business acumen have enabled her not only to weather the market’s storm, but to thrive. She looks forward to the continued opportunity to assist her clients in accomplishing their real estate-related goals.

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