

TOP AGENT

MAGAZINE

A portrait of Michelle Troiola, a woman with long, straight, light brown hair, smiling at the camera. She is wearing a dark blue sleeveless top and a necklace with a rectangular pendant that reads "LUXURY COLLECTION Michelle Troiola". The background is a blurred outdoor setting with a white wall and some greenery.

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Michelle Troiola originally obtained her real estate license in New York, but when she moved to Georgia with her husband, she had to get her second license and start her business over from scratch. Although it took some effort, she's now been successfully working solo in Georgia for close to seven years, and serving the South Atlanta area. Well after a full year of putting in the time and effort, she was able to make the million dollar club for the past 5 years. She has been ranked 7% Globally as an agent for the past two years. She was awarded the Presidents Award in 2017 and the Humanitarian award in 2018 by the Newnan Coweta Board of Realtors. Michelle also has the following designations: Seller Residential Specialist, Senior Real Estate Specialist, Military Relocation Professional, Graduate Realtor Institute as well as a luxury certification with her company. "I feel we should never stop learning. The more we learn the more value we have for our clients, which is the reason why they trust us with the biggest investment of their lives," she says.

Having to build up a business in a place where she had no roots or connections to rely on was difficult, but with Michelle's perseverance she has managed to garner a large percentage of repeat and referral business. And a big part of her success is her ability to effectively communicate with her clients, and put their minds at ease about the process of purchasing or selling a home. "I constantly call and reach out to my clients to see if they need any help. I tell them exactly what the next step is going to be, so they don't feel like they have too much on their plate. I make the process seamless, and I have good customer service skills. I know some of my clients work during the day and can only call me back during the evening. So I will make exceptions for them so that they feel at ease during this process," she says. And it's this thoughtful approach that has helped her grow her network of connections in Georgia.

In order to help her clients reach their goals quickly, Michelle tries to give her listings the maximum possible exposure by promoting them online

as well as through flyers. And her methods have worked well, as her last listing sold because someone saw her flyer and showed it to a friend who then called Michelle. “There’s nothing better than watching someone reach their ultimate goal. A house epitomizes that ideal of the American Dream, and it’s one of the most expensive purchases a person will make. To be able to help them reach that goal is an amazing feeling.”

Although work takes up a large amount of her time, it’s important for Michelle to stay involved with her community. “I think being a good all around person in the community helps you understand what’s truly going on in the community,” she says. That’s why she dedicates some of her time to contributing on the National Junior Service League, and is also the local director for the Newnan Board of Realtors. Michelle has served as the president of a local elementary school’s PTO for the past year. She has also organized a blood drive for the Newnan Coweta Board of Realtors for the past 3 years, and she’s added a second drive this year to help alleviate the blood shortage in light of the COVID-19 pandemic. She has also helped plan a major local Spring fling fundraising event for the board for the past 4 years.

Outside of her work and social commitments, Michelle is a mother of two who loves to spend as much time with her kids as possible. And when she needs some alone time, she likes to exercise and practice yoga. Michelle’s future plans involve growing her business, and one day opening a brokerage of her own, and bringing a partner aboard.



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