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GURRERA**

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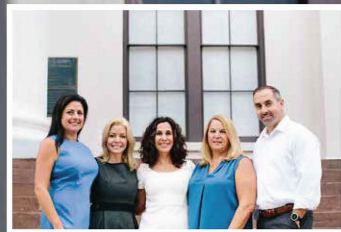
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cover story

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# MICHELLE GURRERA

EMPOWERING TO SUCCEED





**B**orn in New Bern, North Carolina, home to Tryon Palace, and the birthplace of Pepsi Cola, just 80 miles northeast of Wilmington, Michelle Gurrera knows the history and nuance of Coastal Carolina and her waterfront communities. Michelle migrated closer to that coast in 1986, moving to the Greater Wilmington area where, as no stranger to hard work, she learned to recognize when risk becomes an opportunity.

After attending East Carolina University, she pursued a career in the dental industry. She worked as a dental hygienist for seven years in the Cape Fear Region, where she discovered her entrepreneurial spirit in founding an agency for placing temporary staff in dental offices, including herself, as a hygienist. Still a leap from the dental industry to that of

real estate, what ignited Michelle's interest was in selling her first home and being impressed with her selling agent, inspiring her to earn her real estate credentials. Without telling a soul, she earned her license in 1993 and, quite frankly, hasn't looked back. In 2018, the Michelle Gurrera & Associates Team closed over 102 transactions totaling \$24.8 million in gross sales volume and is clearly on track to expand upon those numbers in 2019.

Michelle understood the value of investing in real estate early in her life that the first home she sought to sell was one she and her former husband bought when she was just 26. After becoming a single mom, Michelle's daughter, Jenna Shaw, the apple of her eye, became, in many ways, the driving force behind her efforts to succeed. Jenna now lives in Asheville building her path infused with the lessons and example of her mom, who taught her she is magical, motivated and magnificent.



Michelle Gurrera believes in empowering others, using her success to fuel those around her with encouragement, support, and attention. She leads the Michelle Gurrera & Associates Team which is comprised of general residential agent specialists, an administrative and marketing assistant, a transaction coordinator, a professional photographer and videographer, and a bevy of trusted service providers curated over her quarter of a century in the industry to provide the most efficient, seamless, and personalized service possible. Michelle works hard to teach her team members how to create their own business, empowering them to learn, grow, and prosper, including a reliable contingent of ancillary service providers.

Through the years, Michelle built a strong repertoire of resources, including not just other agents and support staff, but carpenters, electricians, window people, HVAC people, and other service providers. Working with these professionals to help build their businesses benefits her own, Michelle

knows if she needs their help, they deliver, quickly and efficiently, making her a valuable resource for her buyers and sellers.

Working with buyers and sellers, Michelle repeatedly demonstrates her abilities year after year. She consistently ranks in the Top 10% of agents nationally and the Top 3% within her company, Coldwell Banker Sea Coast Advantage. Michelle has been the recipient of the Coldwell Banker Sea Coast Advantage Outstanding Sales Performance Award every year since 2007 when she joined the firm. She was also awarded the International Diamond Society Team Award and the International President's Circle Team Award, among others.

Upholding her commitment to the industry and expanding her knowledge through continuing education, Michelle earned designations including: Coldwell Banker Sea Coast Advantage Global Luxury (CBGL); Certified Luxury Home Marketing Specialist (CLHMS); Graduate of the REALTOR®





• • • Institute (GRI); Certified Residential Specialist (CRS); Certified Negotiations Expert (CNE); Accredited Home Staging Specialist (AHS); and Caratus Global Relocation Specialist (CGRS). Additionally, Michelle held positions on the Best Practices and Grievance Committees of her local MLS; for seven years, was the President of the North Brunswick Business Networking Group and remains an active member of the Coastal Networking group in New Hanover County.

Michelle Gurrera, while a certified, driven real estate professional, also makes time for personal growth and enjoyment. Over the years, she trained and ran triathlons explaining her fitness and her current enjoyment of running, swimming, biking, and paddle boarding. She also practices yoga, which accounts for her Zen-like presence, that state of mind where the mind is not fixed on or occupied by any thought or emotion but connected to everything. Michelle supports E.C.H.O Haiti, a 501(c)(3)

nonprofit organization to support an orphanage in Bon Repos, Haiti, envisions herself an Italian chef, taking the most pleasure in the moments spent with her friends and family.

Michelle still puts her money where her mouth is, investing in the local market; she owns seven rental properties throughout our area with plans to have them all paid off by the time she is retirement age. We have no doubt that goal is attainable.

Michelle Gurrera empowers success, making her a **Cape Fear Real Producer**. That empowerment projected by Michelle includes market and industry knowledge, impeccable negotiation prowess, and her acute attention to superior customer service, evidence that she practices what she preaches. For newer agents out there, she offers this empowering edict, “learn how to sell real estate, understand the market and learn to work in this business...understand, it’s all about customer service.”