

## Michael LaFido

**BROKER, CONLON/  
CHRISTIE'S  
INTERNATIONAL  
REAL ESTATE, TEAM  
LEADER OF THE ML  
GROUP, MARKETING  
EXPERT AND BEST  
SELLING AUTHOR**

**Great Expectations** The Michael LaFido Group, within CONLON/Christie's International Real Estate, represents luxury homeowners who desire top dollar for their premium properties. I am the founder and creator of the nationally recognized Verified House Home Seller Advantage Program that is detailed in my book. The book is not your typical read, but rather, written for the most sophisticated homeowner

who desires a transparent, proven and innovative strategy in selling their home for top dollar. Additionally we've been successfully implementing video marketing into our luxury properties and have already been contacted by HGTV about this system.

**Life Mantra** "Here's to the crazy ones. The rebels... the ones who see things differently... and while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do," -Apple Inc. Steve Jobs was a trailblazer, a brilliant marketer and was great at selling via stories and product launches.

**Bucket List** I would love to take more vacations and travel more with my family. I'm a workaholic, so this has been a challenge. My wife and I have been to Italy but next time we want our children to join. An Alaskan cruise is also on the list.

**Power Lunch** Jesus Christ. Not even sure where to begin, but without a doubt, the person I would pick.

**Real Estate Reflections** Most often, we find our sellers care most about optimizing the return on their home sale. We equip them with a proven system of success to drive the value by making the required updates necessary to garner top dollar that includes landscaping, painting, repairs, staging and neutralization.

**Lasting Legacy** I was a marketing expert that helped redefine the way homes are marketed, but most importantly I was a great husband and father.

