

Written by H. K. Wilson

BRINGING INSPIRATION HOME

Realtor® is just one of the many words that describe Michael King at Better Homes and Garden Real Estate Champions. This Riverside native, Marine Corps Veteran and father of two is also a professional pilot, a photographer, a visual artist and a singer/songwriter. In real estate, he has found a profession that allows him to fully express his many passions while serving others in a meaningful way.

Michael works side-by-side with his life partner, Vicky Macias, as the vice president of marketing for their personal brand, listsellhomes.com. He joined Vicky in real estate during the recession market. He recalls, "I got into real estate at the worst time, but also one of the best times to really learn what it takes to compete."

With this winning attitude, Michael went on to develop his creative interests around marketing homes with unrivaled polish and panache. He engages the senses of potential buyers through beautiful still and video images designed to spark their imaginations and convey each home's distinctive charm. Through a combination of imagery and music, he creates a mood that invokes an emotional response in the viewer. "Architectural photography is a unique approach, and I've learned how to use lighting and composition to make every image magazine quality. My goal is to use photos to demonstrate the personality of the home, and video to give people a sense of its movement. I use only professional-grade equipment, and it shows in the superior results. When people use cell phone photos to market their homes, the colors are muddy and look unnatural."



Clients who choose Michael and Vicky as their real estate agents have the benefit of working with a team that does all marketing functions in-house, saving time and money while creating seamless results. "The average video costs about \$800 for 45 seconds. I use a Cannon cinema camera and professional drone, and then edit for maximum effect. The greatest satisfaction for me is when we show clients their ad or pictures and see the sincere sense of pride they feel in their home. A home is a personal reflection of everything they have built, their family and what interests them personally. It matters to be able to show that in its best light."

Marketing a home effectively also means thinking outside the box. Michael explains, "We took a listing in LA that was an awesome house with a big lot, but a fixer upper. We only had a few good photos of the house, so I used video to market the area rather than the home. They were just building a new train station nearby, so I focused on marketing the strengths of the location. It turned out to be a very successful strategy."

Once Michael has created unforgettable images of a home, the next step is to get them seen by as many people as possible. He is an expert at leveraging digital resources to drive traffic to listings. "If you're trying to attract buyers using just signs and open houses, you're missing out. It costs a fraction to have 25,000 people look at an online ad and go to a website. Once you generate interest, you can get them in the door."

Another bonus offering of this team is their seller protection plan, a listing home warranty that protects sellers against the cost of repairs for home systems and appliances during the listing period. "Clients who

list with us know they're being taken care of. If something goes wrong while they have their home listed, most issues will be covered with just the cost of the deductible, and coverage extends for 180 days from the listing date. That little extra insurance can make a difference with a buyer who is uncertain about a purchase."

For all his talents and hobbies, Michael says family is his greatest priority in life. "What I love about real estate is that it allows me to do everything I love to do — video, photography, layout, design, writing, flying, being with people — and then be at home at the end of the day for my kids and Vicky."

"All it takes is all you've got." This is the credo Michael lives by. "People I work with in real estate are literally getting everything I have," he says. "I love having this opportunity to live my dreams while helping other people achieve theirs."

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