

# Change is Hard, I Can Help

**SENIOR  
SOLUTIONS**

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## Why I am Uniquely Qualified to Represent You

As you look for a qualified agent to assist you with your real estate needs, the one you ultimately choose will play a crucial role in the final outcome. Although every agent has taken much of the same coursework over the years, not every agent uses this information in the same way. We each come from different backgrounds and family situations; this helps to shape who we are today. Fundamental values and beliefs further determine how knowledge is applied. Often times the agency we work for will also play a key role in how we are expected to conduct ourselves.

I am very fortunate to have engaged in a wide variety of work experiences. Many talented individuals have shared knowledge with me in a variety of industries. Most important, though, is who I am as a person and the character traits that I possess.

Working as a real estate professional for Senior Solutions has definitely proven to be a wonderful career choice. Personally, I've known Jim Ternes for over 40 years; we worked together for 20 years in a different field. Knowing someone for that extended time reveals who that person really is: how he thinks, what his abilities are, and how he reacts in given situations. Jim has always instilled high standards for those around him, both morally and ethically. He constantly reminds me that it is not about the money we earn but about the satisfaction of helping our clients. As the principal broker for the company, Jim works very closely with me. We collaborate on any situation that might arise. We are both gifted problem solvers; together we come up with creative plans that help clients achieve their goals while at the same time keeping their best interests as our focus.

The following list summarizes some of the traits and characteristics that make me unique. If you want to know more about any of these, I would be happy to go into more detail.

### 1 - RESOURCEFULNESS

When buying and selling homes, surprises inevitably occur. When they do, you need a Realtor that thinks outside the box and always has your best interest in mind. He or she will take ownership of the problem and get it solved quickly while minimizing your risk as a seller or buyer. I've learned that bad news does not get better with time. I am proactive and will address every situation head on. You can count on me to keep you informed of any situation that is unfavorable to you and provide you with options for successful resolution no matter what the situation is.



**Mike Manning**  
Realtor®

651.529.4788

Mike@MikeManning.net  
SeniorSolutionsMN.com

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## **2- HONESTY AND INTEGRITY MATTER**

When you become a client, you also become an honorary member of my family. You will get the highest level of care that I can offer wrapped with honesty and integrity. You will never be exposed to any “gray areas” that could threaten you or your family with unnecessary financial liability. As your agent, I will ensure that your transaction is conducted with the highest degree of integrity, as you should expect from any agent, although not always practiced by some. You can count on me to do the right thing and to serve your best interests.

## **3 - MARKETING**

I’ve spent my entire career working in sales and marketing, experiencing every aspect of the process in different industries. This background allows me to create a customized strategy for your specific home. First, we prepare your home for sale and have professional photos taken. Using these photos, I will create a custom flyer along with other forms of Internet marketing to make sure your home stands out and becomes a “must see” for buyers. We will also utilize virtual tours and sometimes drone photography. Through the MLS and other online venues, your home will be available for viewing anywhere in the world.

## **4 - WORK ETHIC**

Time is of the essence when real estate transactions are in process. As your Realtor, I’m committed to doing everything necessary for your success. I am happy to work long hours and am always available when you need me. I’ll do this by removing any roadblocks we encounter along the way. This might seem like a tall order, but as my past clients will tell you, I am very good at minimizing stress through controlling the process to the best of my ability.

## **5 - MINIMIZING YOUR STRESS**

The process of buying or selling a home can be stressful. Many separate parts need to flow together and in the correct order. In the past, while managing large engineering projects, I have learned how important project management skills are. I’ll use these skills to ensure that everything goes smoothly with your home sale or purchase. Minimizing your stress along the way is one of my primary goals.

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## **6 - STRICT ATTENTION TO DETAILS**

The small details are just as important as the big ones, sometimes more important. When you are buying or selling your most important asset, real estate, you deserve to work with someone who will be attentive to every detail. In my previous employment, I worked with power companies and defense contractors and was responsible for reviewing contracts and specifications encompassing hundreds of pages to ensure everything was correct. One small overlooked error could be catastrophic. As your Realtor, I'll take the same care to ensure that there are no surprises that can delay your sale, or cost you money. If you are selling, we will work through any inspection findings, resolving them through negotiation. My experience negotiating major contracts worth millions of dollars has taught me how to be thorough and leave nothing to chance.

## **7 - PASSION FOR SENIORS**

Growing up, I was blessed to live in a multi-generational family. When I was a young boy, my grandmother moved in with us. She lived with our family and moved with us across the country to 12 different locations. My father was a B-52 navigator in the Air Force. Grandma Odessa was there with me from my birth into adulthood. We had a very special relationship; she was instrumental to the formation of my values and how I relate to others. My parents provided an excellent example of respect and caring for seniors. I'm committed to showing that same care and respect to others.

## **8 - CARING, COMPASSIONATE, EMPATHETIC**

I aspire to exhibit in all aspects of my life. These qualities are critical as I work with all my clients, but particularly in working with seniors as they face the challenges of aging, perhaps the loss of a spouse and a society which makes seniors especially vulnerable. I work to keep my clients safe and moving in the direction that is best for them. It's a real privilege, but also a huge responsibility to ensure that our seniors live their best lives. It's the most rewarding and important work I've done. I get to feel great about my work everyday.

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## 9 - NEGOTIATION

As stated, my experience prior to joining Senior Solutions was spent in sales and marketing engineered products, equipment and systems. The contracts for some projects were hundreds of pages and worth millions of dollars. The negotiation could sometimes be contentious as professional negotiators would be brought in to squeeze as much out of the deal as they could. Our goal was always to show our value and retain as much of the price as we could so the project could remain financially viable. We did this by offering the best service and value in the industry and always standing by our products. I've learned that the other party did not have to lose so we could win, and we didn't have to lose so they could win. As your negotiator, I'll work to obtain the best value for you as a seller or a buyer. I'll also be honest enough to tell you when something is not in your best interest, because that is in your best interest.

As you consider your options of choosing a real estate professional, you'll see some agents who are very good at self promotion. For them, it's just a numbers game. The more money they spend on advertising, the more people they can pull in. Ironically if they received one good referral from each of their clients, they wouldn't have to spend thousands of dollars advertising. Chances are you heard about our company through a referral.

For me real estate is extremely personal. If you are looking for someone to represent you in the best possible manner and to achieve the maximum value for you and your family, then let's talk. My partner Jim and I are confident in our abilities to help you achieve your goals and, therefore, don't apply pressure tactics to lock you in as a client as others might.

I can promise you honest, ethical, and competent representation where we will sell the uniqueness and value of your home and your buyer will be happy to pay it. As a future buyer or seller of real estate, I understand that everyone would like to be your agent. I know that I am uniquely qualified to assist you in this process, and I am confident that you will be extremely satisfied along the way. I have built my business around hard work and dedication to my valued clients.

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*The following is a list of some of the many continuing education classes that I have taken to deepen my knowledge:*

## **Recent Continuing Education**

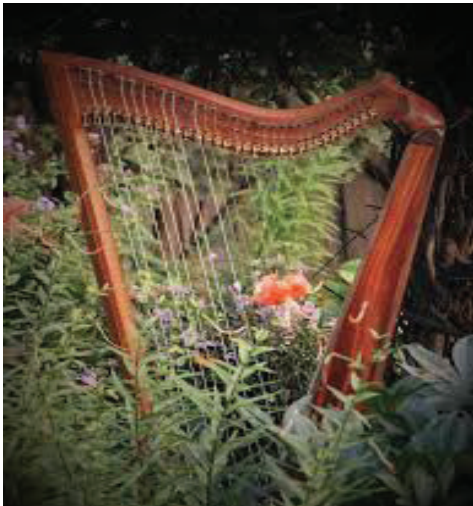
- Understanding Association Ownership
- Risk Management
- Game Changers: The New Forces in Real Estate
- Relocation Essentials: Grow and Serve More Clients
- Agency and Fair Housing
- Liars, Cheaters, and Thieves: Averting Client Catastrophe
- Tour d'Real Estate: What Homeowners Want
- Code of Ethics
- Tax Write-Offs for the Self-Employed



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My wife Britta and I have been married for over 30 years. We have four children, one son and three daughters, the younger daughters being twins. We enjoy traveling to anywhere new and have often enjoyed camping. Our camping experiences were nothing like when my family lived in Puerto Rico. My brother and I shared a tent for two years. There wasn't enough room in our house with my parents, three sisters and grandmother sharing a three-bedroom home on the Air Force base.



Prior to my work with seniors, I traveled extensively domestically and abroad, requiring time away from home. Working with seniors has provided an opportunity to spend more time with my wife Britta. She will often help when we are assisting clients doing whatever needs to be done. She is a harpist and loves to share her gift of music with our clients. She has played her harp for many open houses, at church, and other events. The harp is a beautiful instrument that promotes calm and healing.

As we get older, we have come to realize that good health is truly a gift. In recent years, I've become much more interested in exercise and making healthier choices with diet. We walk frequently and really enjoy hiking when we have the opportunity. I've also recently become very enthusiastic about playing pickleball. This is a great multi-generational activity. I play pickleball regularly at the YMCA and at a local pickleball club. It's fun but also a great way to get exercise and socialize with nice people, many of them seniors!

