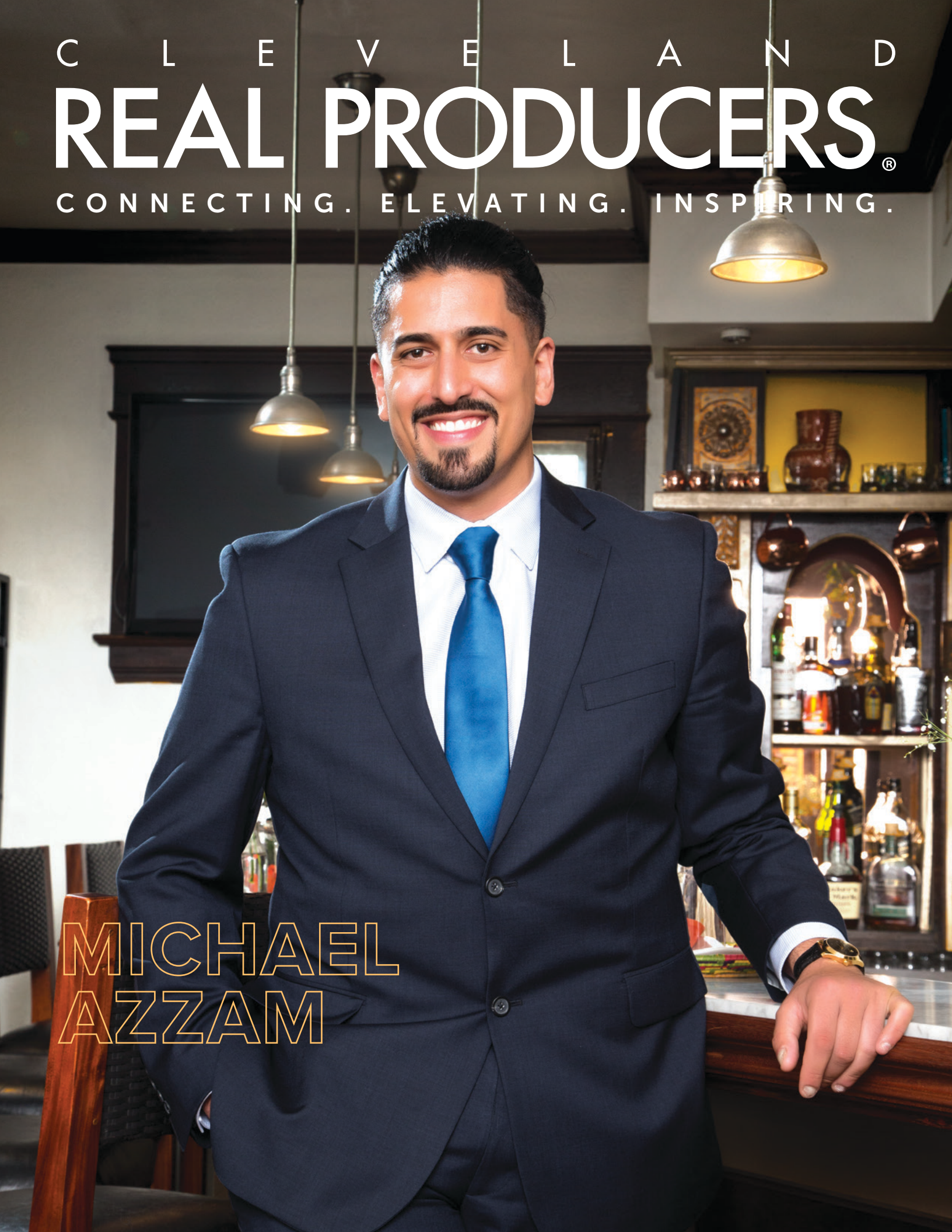


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**MICHAEL
AZZAM**





▶▶ cover agent

MICHAEL

AZZAM

REACHING ANOTHER LEVEL

Written by **Chris Menezes**
Photography by **Tony Palmieri** - Palmieri's Photography & Video
Photographed at **Batuqui Brazilian Restaurant** (Larchmere) and
Horseshoe Park (Shaker Hts.)



A LOT HAS CHANGED SINCE THE LAST TIME WE MET UP WITH MICHAEL AZZAM, BACK IN 2018. ASIDE FROM BUILDING AN INSANELY SUCCESSFUL REAL ESTATE TEAM WITH A SLEW OF SYSTEMS AND PROCESSES IN PLACE, HE'S BECOME A HUGE DOG LOVER.

“I didn’t grow up with a household pet, and I never really imagined myself getting a pet either, because of how busy my work and traveling keeps me. But, once CO-VID hit and I found myself working from home much more, taking walks regularly around my neighborhood, I started toying with the idea of having a dog,” Michael explains.

“Kristin and I found an Aussiedoodle on a whim after researching rescues,

breeders, etc. and took the drive to Columbus to pick up our dog, Lulu,” he continues. “She is one of the best parts of my life now, a constant reminder to enjoy the simple things. It helps you take a step back and appreciate so many aspects of our day-to-day. I love watching her just sit up on the couch and stare out the window. It’s the cutest thing ever.”

While Michael is excited about his new pet companion, he is even more

elated about The Azzam Group and what they’ve been able to build over the past few years. With efficiency ever the focus, Michael has placed a lot of stress on utilizing their own resources and bringing services in-house, such as their ability to handle inspection repairs, clean outs, and pre-listing renovations.

“Our rehab and repair services were monumental in creating solutions for many of our buyers and sellers,” Michael explains. “It allowed us to provide a full-service experience, ease some of the burdens of our clients, and further streamline the process.”

Utilizing their own resources also meant being able to grow and bring the right people on board. Michael



Kristin Cahill, LuLu Roo, and Mike Azzam



Wayne Brooks, Chris Szabo, Gus Kazek, Steven Morris, Megan Halleen, Mike Azzam, Liz Sabo, Yesmeen Whitsett, Ericka Schneider, Jamie Claxon, and Cameron Divella

says they added a few vital components to their staff, which has been a catalyst to their growth.

“Our senior staff helped with defining team roles and has since created a well-oiled machine,” Michael says. “Implementing and utilizing our CRM system, drip campaigns, client outreach, and marketing platforms were all necessary to get to the next level. This proved an invaluable service to many of the people we’ve worked with.”

Bringing all of these things together in a “team approach” elevated their client experience to the next level and has allowed them to build

countless relationships - which is the foundation of everything they do. Michael says each member of his team is “in it together,” whether it’s helping clients or searching and sourcing inventory. Much of their client support has come in the expansion of their administration team as well.

“Our admin team, led by Ericka, has really taken off,” Michael explains. “Pre-listing, marketing, deal management, etc. All have come together fantastically, which has subsequently increased our sales volume. Our senior associate, Jamie Claxon, has also been a catalyst for our growth in many aspects. His versatility,

flexibility, and development into a leadership role has been remarkable.”

Michael is also excited about the recent revamping of their website and the addition of new team members, four of which joined this past year—Cameron Divella, Steven Morris, Christopher Szabo, and Gus Kazek.

“With the additional manpower and drive that these new agents bring to the table, we want to increase our sales by 25% from last year,” Michael says. “We’ve also begun taking accreditation and continuing education courses to make sure we’re at the top of our game and industry standards. Versatility is a fixture with our team, and we all strive

to bring something unique and special to The Azzam Group.”

As a previous high school basketball coach (and registered nurse), Michael is looking to establish a formal coaching platform to his business as well. “I want to really provide a different approach and perspective to new agents and investors,” he says. “I love helping our agents learn the business—daily chats, going over scenarios, discussing situational aspects to our deal flow, and overall brainstorming. It’s simply amazing to see the growth.”

When he isn’t focused on business you can find Michael engulfed in

“I LOVE HELPING OUR AGENTS LEARN THE BUSINESS—DAILY CHATS, GOING OVER SCENARIOS, DISCUSSING SITUATIONAL ASPECTS TO OUR DEAL FLOW, AND OVERALL BRAINSTORMING. IT’S SIMPLY AMAZING TO SEE THE GROWTH.”

sports, whether playing basketball with his four siblings or watching Cleveland teams compete. He also loves spending time with his long-term partner, Kristin Cahill, whether traveling, going to restaurants, playing board games, or taking walks with Lulu.

“Honestly, everything is enjoyable with Kristin,” Michael says. “We’ve

known each other since third grade. I wouldn’t be where I am without her love and support. She keeps me level-headed and motivated constantly.”

With all the growth Michael has seen in the past few years, it will be exciting to see how far The Azzam Group will continue to go.



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