

# Michael Savage of the Savage Group

BY JESSA JANSEN

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Becoming better known in a community is a fundamental part of finding success as a real estate agent. Through connecting within the community, it allows for a deeper appreciation of that neighborhood and those who live there. Michael Savage intrinsically has a deep connection to those moving to the area and can share with his clients about the place they are looking to move. His deep roots within the community allow for the sincerity expressed through his words about what a wonderful place it is to live.

Michael Savage grew up in Santa Rosa Beach, Florida, with family roots dating back to the area since the 1940s. After attending Florida State University before starting his real estate career, he began working with a firm in 2013. What started as a small firm when Michael joined in 2013 blossomed into a large management firm by 2017. In 2018, Savage made the switch and started with Engel and Volkers, one of the highest-grossing firms in the area.

Using his opportunities in real estate and familiarity with the community demographics has allowed for more opportunities when working with clients from start to finish. This includes the initial stages of home design, running the specs, construction, on to the sale or rental of the home, and everything in between. His involvement through each marketing process, to the point of sale and the management of rental properties, has allowed Savage to guide his clients to their perfect version of their next home within the community.

Savage's goals are that of family, and with two girls under the age of two, he is learning what it is like to be a "Girl Dad". Building his roots within the Santa Rosa Beach and Destin areas has provided him with a personal and professional reputation within the community. Enjoying local pleasures like fishing and golf has helped expand his sphere of influence through his continued efforts to meet new people and build his brand. As a member of both Kelly Plantations and Santa Rosa Golf

Club, this community involvement has helped Savage become more familiar with the people around him and better understand the dynamics of the community.

Launching a vacation rental business alongside his wife is another prime example of keeping plugged into the opportunities the community and surrounding communities have to offer. Savage remains hands-on when investing himself. This commitment reflects a genuine emotion about the community that Michael Savage and his family call home.

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