

A TRUSTED AND
RESPECTED MEMBER
OF THE COMMUNITY,
O'CONNOR REAL
ESTATE BRINGS
ALMOST 20 YEARS
OF RESIDENTIAL
EXPERIENCE AND
EXPERTISE TO THE
MARKET.

O'Connor Real Estate

RESIDENTIAL PROPERTIES

O'Connor Real Estate

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OCONNORDETROIT.COM

THE YEAR O'CONNOR OPENED IN CORKTOWN

2006

THE NUMBER OF WORKING STREETLIGHTS ON THE BLOCK THEN

2

THE NUMBER OF BUSINESSES ON THE BLOCK THAT YEAR

1

(NOT INCLUDING PAWN SHOPS)

THE NUMBER OF BUSINESSES ON THE BLOCK NOW

7

DETROIT NEIGHBORHOODS O'CONNOR HAS SOLD HOMES IN

92

AGENTS WHO WORK AT O'CONNOR

42

PROPERTIES SOLD IN THE PAST 15 YEARS

2,502





More Than Just Numbers

While O'Connor certainly has the numbers to back it up...

We are more than numbers.

We are engaged in the community we serve. We know this city intimately – all the neighborhoods, not just the ones that are currently in-demand. We understand the nuances, character, advantages and risks of every neighborhood in the city. We have helped folks find homes, start businesses and make vital connections across every square inch of Detroit for more than 15 years. We have created long-standing relationships – friendships – with our clients. We love this city, and we care about every single client, house, business, building, square-foot we represent.



What We Do Better

CLIENT FOCUS

Our clients come first. We represent their needs, and won't sacrifice what is best for a client in order to close a deal. We provide personalized service (every deal is different), and we are always available.

MARKETING

Personalized marketing plans that reflect our deep understanding of local real estate trends and metrics, using social media, well-designed print collateral, and professional photography and copywriting services.

PRICING

Our ability to price comes from more than 15 years in the Detroit market. We do not provide false or unrealistic expectations in order to secure a listing. We will always provide realistic, data-driven pricing that maximizes the sale price, and we understand the subtle nuances of the market in order to facilitate the best price. Our office consistently sells properties at the highest values.

DESIGN AND ARCHITECTURE

We are an office of architecture buffs, contractors, do-it-yourselfers, art lovers and aesthetes. In sum, we not only understand real estate but we also understand houses and buildings, design and architecture, historic restoration and gut-job renovations. We work closely with some of the city's top architects, designers and contractors, and are happy to share our knowledge, whether you are remodeling a kitchen or need a city permit.

NEIGHBORHOOD KNOWLEDGE

We know this city intimately – all the neighborhoods, not just the ones that are currently in-demand. We understand the nuances, character, advantages and risks of every neighborhood in the city. Most of our agents are Detroit residents and live in neighborhoods across the city.

CLOSING

The hardest part of every transaction is simply making it to the closing table. Our office has an intimate understanding of the challenges, and we are experts at navigating the process to a smooth closing. We are especially skilled at managing expectations, limiting surprises and finding creative solutions.

INTEGRITY

We have earned a reputation as honest and trustworthy. We are also well-liked and respected in the community and work well with other brokerages. This is important when you are competing against other agents' offers. Your offer has a greater chance of being successful if your agent is well-respected and has a record of bringing realistic, sound offers to the table.

Custom Marketing Plan

Our clients are often surprised by the level of creativity and commitment we bring to selling their home. We create a custom marketing plan for every property we list at O'Connor. From \$100,000 homes to \$1 million estates, we have the expertise to create the right marketing plan for you.

PROPERTY PRESENTATION

We work directly with our clients to guarantee their property presents beautifully during showings.

PROFESSIONAL TALENT

We employ a professional photographer for every photoshoot, and the copy for each listing is edited by a professional editor. We also work with professional companies to produce drone and video tours.

SOCIAL MEDIA

In addition to the standard publication of MLS, Realtor.com and Zillow, properties receive exposure across our highly visible social media platforms.

MARKETING NEWSLETTER AND TARGETED BUYER EMAILS

Our property-specific email newsletters have a reach of almost 13,000 subscribers, and targeting listing announcements are generated the minute a new property hits the MLS.

WINDOW DISPLAY

It may feel old-fashioned, but it is still incredibly effective: Printed property listings are displayed in the front windows of the O'Connor office, which is located on the busiest, most walkable block in Corktown, adjacent to Slows, Sugar House and Astro Coffee, and across the street from Ford's new innovation hub at Michigan Central Station.

PRINT COLLATERAL

In special instances, a property with a significant architectural pedigree or a condo development requires its own print marketing package. In line with the modern graphic design of our website, which was designed by local design powerhouse Midwest Common, our printed materials are smart, professional, effective and design-minded.

MEDIA EXPOSURE

We have successfully placed significant properties and developments in the local and national media, thanks to extensive press contacts / relationships as well as an understanding of how to navigate the media industry.

TOURS AND OPEN HOUSES

Our team will customize your marketing plan, which may, depending on the property and the market, include an open house or a broker's tour. We work well with other agents, and the marketing plan is aimed at maximizing the reach and exposure of your property.

Residential

Each home has a story, and we create a custom marketing package to tell it. Top-of-the-line professional photos; virtual tours; wide-reaching newsletters; social media; professional editing; and deep relationships with a long-established network of buyers and contacts.

We are proud of the homes we've sold. Tudors in Boston Edison. Beaux Arts in Indian Village. Lofts in Midtown. Warehouse conversions in Eastern Market. Historic Victorian row houses in Corktown. Mies van der Rohe mid-century townhomes in Lafayette Park. Architect-designed bungalows in North Corktown. Artist studios in Hamtramck. Regal condos on Jefferson. Single-family homes in Jefferson Chalmers, Island View, Palmer Woods, Woodbridge, Bagley, Grandmont-Rosedale, University District, Southwest and West Village.





1500 SEMINOLE ST.
French American Colonial by
Louis Kamper in Indian Village





1832 CHURCH ST.
Lovely, Renovated Victorian in Corktown





1338 JOLIET PLACE
Modernist Mies van der Rohe
Co-Op in Lafayette Park





625 LAFAYETTE ST.
 Ladder 12: Creative Firehouse
 Renovation in Corktown





2811 COCHRANE ST.
 Experimental, Design-Forward
 Single Family in North Corktown





19386 CUMBERLAND WAY
Beautiful Classic Tudor in Palmer Woods





DEET

When Ryan Cooley brought the third-generation of O'Connor Real Estate and Development to a nearly abandoned stretch of Michigan Avenue in 2005, his mission was to help people buy homes they're excited to live in and sell them when necessary, while positively contributing to the long-term growth of Detroit. Although the urban landscape looks incredibly different these days, the founding philosophy is the same.

We are proud of the relationships we have built with our clients and the community along the way, never compromising our reputation or client-first approach.

We look forward to working with you.
Thank you for putting your trust in O'Connor.



DETROIT

“The O’Connor agents are a delight to work with, and their knowledge of the Detroit market unsurpassed.”

Liz Blondy, President, Canine to Five

“O’Connor brings honesty, experience and professionalism that goes beyond all other agencies. Appreciate the sound advice and good nature they bring to our projects.”

Brian Hurttienne, Christian Hurttienne Architects + Bagley 10 development

“O’Connor went above and beyond to truly understand our family’s needs and quickly find us the perfect home.”

Garlin Gilchrest II

“Over the past five years, I’ve purchased three houses with O’Connor, and Ryan’s competence, kindness, and efficiency is inspiring and impressive. O’Connor is the realest deal!”

Kyle Smitley, Co-founder + Executive Director, Detroit Prep

