



MICHAEL J FRANCO

A Trusted Voice in Manhattan Luxury Real Estate

*In a market defined by complexity, he helps clients find
not just a home, but their soulmate residence.*

Who is Michael J. Franco?

Michael J. Franco has built his reputation on something that doesn't show up in rankings: the ability to stay calm when his clients can't. In one of the most emotionally charged transactions a person will ever navigate, that steadiness is what people remember, and why they come back.

His path to real estate ran through law and finance. After earning an LLM in Taxation from NYU Law, he spent years representing high-net-worth clients in tax and real estate matters, and on Wall Street with Merrill Lynch, before moving fully into brokerage. He has been on every side of a transaction, as counsel, as advisor, as broker. His clients don't just get market knowledge. They get someone who has read the contracts and understands how boards make decisions.

He has closed over \$1.5 billion in New York City residential real estate. He knows co-op boards from the inside, he sits on his own. He has navigated every version of complicated this market produces, for over two decades.

#1 Small Team, Compass Manhattan
\$1.5B Career Sales
#13 Manhattan, WSJ/RealTrends



Why It Matters

Michael often says that buyers are looking for their soulmate residence.

That framing tells you everything about how he approaches his work, and why audiences connect with him. Homes may be financial assets, but they are also settings for real lives. He never loses sight of that. And in a conversation, neither does his audience.

For the audience who owns property

They'll understand their own decisions differently, what their co-op board is actually evaluating, what their broker isn't telling them, what the market is doing right now at the level that sets the tone for everything below it.

For the audience building wealth

At Michael's level, every transaction is a capital decision. He brings candor about pricing, timing, and deal structure that his clients rarely hear anywhere else.

For the audience navigating a transaction

He makes one of the most stressful experiences a person can have feel manageable because he's guided over a thousand people through it.

"Michael Franco by your side — he is a gift of confidence in the NYC real estate market." - K.Z.

What He Covers

New York City real estate is never just about the property. It's about the negotiation, the board, the timing, the tax exposure, and the emotions underneath all of it.

Michael talks about all of it, and he makes it make sense.

Manhattan Luxury Market

What's actually driving buyer and seller decisions at the highest levels of the Manhattan market right now, from pricing dynamics to neighborhood shifts.

UHNW Buyer Psychology

How ultra-high-net-worth buyers think, what they're really looking for, and what it takes to earn their trust in one of the world's most competitive markets.

High-Profile Transactions

The deals that require more than market knowledge — discretion, precision, and the ability to manage complexity on both sides of the table.

The Psychology of Home

Why buying or selling a home is one of the most emotionally complex decisions a person makes, and what it takes to guide someone through it well.

"He has the strength to ask the big, bold questions, but also the charisma and the empathy to understand what it's really like." - P. M. J.

His Audience

4,200+

HNW / UHNW Subscribers

Curated from 10,000+ relationships built over two decades.

50-58%

Consistent Open Rate

Industry benchmark: 23%
nearly 2x the standard

Weekly

Personal distribution

Written by Michael, not ghostwritten or templated

AS SEEN IN

WSJ

MANSION GLOBAL

BUSINESS INSIDER

abc NEWS

The New York Times

Forbes

inman

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Listing Views

Compass + StreetEasy

~20,000

listing views in a single month

Every month, thousands of buyers actively researching Manhattan's luxury market are engaging with Michael's listings. His perspective isn't theoretical, it's informed by what serious buyers are doing right now.



Michael is available for podcast appearances, on-air segments, and creator collaborations.

To discuss booking, email Essence Hayes,
essence.hayes@compass.com