



# MICHAEL NUGENT

**Critic**  
DISC Type : C

**Real Estate Sales Agent at Berkshire Hathaway HomeServices California Properties**  
United States

## Overview

Michael has no verified overview

### 👉 Personality Overview

- Objective Thinker
- Information Seeker
- Precise

They enjoy working alone and do not rely on others very often. It is very likely that they will negotiate pricing or other important terms. Unless the value is proven by data, they are unlikely to value fancy features.

### 👉 Topics They Care About

Michael has no verified topics they care about

## Media Appearances

Michael has no verified media appearances

## Work History

- 8-2025  
Real Estate Sales Agent at Berkshire Hathaway HomeServices California Properties
- 1-2018 - 9-2025  
Residential real estate listing specialist and FLIP investor at Realty Masters & Associates, inc.
- 1-2017 - 1-2018  
Residential Real Estate Sales/Team Leader at Realty Masters & Associates, inc.
- 1-2010 - 9-2025  
Single family residence acquisitions & rehab project manager at Bella Investimento INC.
- 2-2002 - 3-2015

## Education

- 2000 - 2002  
Bachelors in Science from California State University-San Bernardino
- 1999 - 2000  
Bachelor in Science from Cal State Fullerton, College of Business and Economics

Realtor Sales Associate at Prudential California Realty

## More Information

### Social Presence :



### Prographics :

Exp : **24** Location : **United States** Job Level : **N/A**

Designation : **Real Estate Sales Agent at Berkshire Hathaway HomeServices California Properties**

## Insights For Selling To Michael

### 👉 During A Call Or A Meeting

#### DO's

- Be ready for penetrating questions and critical examination of your pitch
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Keep some extra margin while sharing pricing, they are likely to negotiate later

#### DONT's

- Don't rush them till they have clearly gotten all the necessary information
- Avoid pushing them too much to involve other stakeholders unless it is critical
- Don't try to give too many examples of other users, they like to make their own decisions

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi Michael, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Michael is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Michael

- *It is not very hard for them to say no if they are not convinced about the decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Michael Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Michael Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

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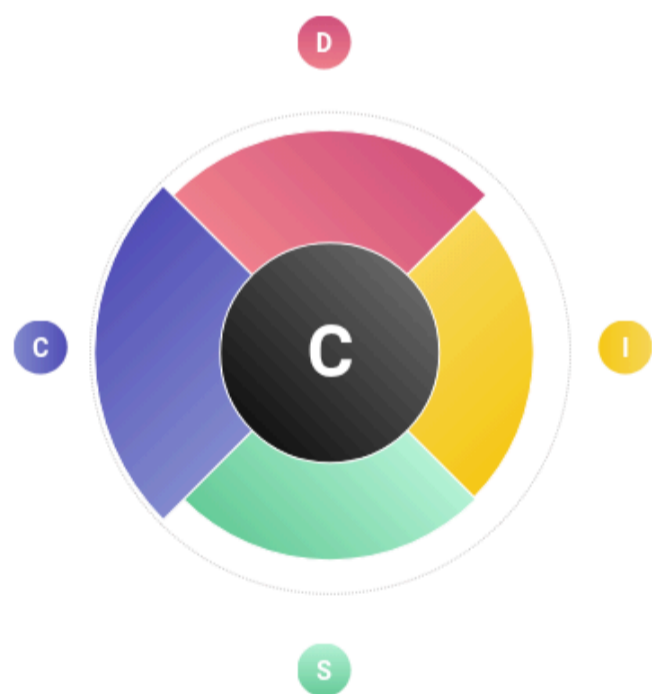
## You And Michael

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Michael's Key Traits



### **CALCULATIVENESS**

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.