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LEADING WOMEN IN BUSINESS | LAS VEGAS

# SELLING LAS VEGAS

Award Realty agents and friends Shari Sanderson and Michelle Manley approach the Las Vegas real estate market with an unparalleled passion.



PHOTO BY JAQUELINE ANDREA

**W**hen Las Vegas real estate powerhouses Shari Sanderson and Michelle Manley are named as two of the hardest working REALTORS® in the industry, it's not an exaggeration—it's a fact backed by nearly \$1 billion in sales. With an impressive sphere of influence throughout both Vegas and Southern California, the duo finds themselves at the top of their industry and have won over their communities through a relentless work ethic.

"We live and breathe real estate," says Sanderson. "We fit in a week's worth of work into every day because we love what we do. We know Vegas. We can hear how someone wants to live and find a place that suits that lifestyle."

For the partners, their work is more than buying and selling homes. It's their social platform used to enrich the lives of friends.

"Real estate is our social life. Our clients become lifelong friends who lead to our massive Rolodex and a referral base that is key to our success," explains Manley. "The passion we bring to each client stays consistent whether they're buying a \$300,000 home or an \$18 million estate. They trust that they'll receive an excellent deal if they work with us."

## THE CALIFORNIAN CONNECTION

In addition to being masters of the Vegas market, Manley's connection to California is key to transitioning lives from the Golden State to the entertainment capital of the world.

"I spend four months of the year in Newport on the hunt for new buyers who can meet with Shari in Vegas," says Manley. "I grew up in Orange County and am a licensed broker in both California and Nevada, which helps me understand the needs of potential clients."

2022 is already breaking records, as Californians continue to migrate to Las Vegas. Paired with their knowledge of the Vegas market, Sanderson and Manley are eager to introduce buyers to the robust city both on and off The Strip. Together, they determine the best place for each client to live based on their needs and interests.

"People are often surprised at how cultured the city has become over the last 10 years," says Sanderson. "There's a little bit of everything."

"Vegas is constantly striving to be No. 1," adds Manley. "And so are we."

## FROM CLIENT TO PARTNER

Before pursuing a record-breaking real estate partnership, Michelle Manley was one of Shari Sanderson's clients. When the market crashed in 2008, Sanderson reached out to Manley (as she did to all clients during the crisis) to check that she was OK.

What began as a conversation became an invitation for Manley to partner up with her in a market working through foreclosures. Fourteen years later, they continue to motivate and support one another.

"Michelle works with a sophisticated, articulate approach similar to an attorney," Sanderson says. "We go back and forth and get each other excited about each property."

"There's nobody like Shari," Manley responds. "There has always been something about our chemistry that motivates me. I couldn't do what I do without her; we're partners and best friends."

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