



COLDWELL BANKER
SCHMIDT, REALTORS®

HARTWICK UP NORTH HOMES

Meet Trish and Bob Hartwick, Northern Michigan Realtors

Experts for all seasons of your Up-North life. A family team that has sold Northern Michigan homes for more than thirty years and works for you.



TRISH & BOB HARTWICK

60+

YEARS IN NORTHERN MICHIGAN

Combined, in this market, since 1989.

\$500M+

TOTAL SALES VOLUME

Homes, cottages, lakefront and land.

60–80

TRANSACTIONS A YEAR

Both sides of the table, every season.



ACCREDITED BUYER'S
REPRESENTATIVE



CERTIFIED RESIDENTIAL
SPECIALIST



LUXURY PROPERTY
SPECIALIST



OUR STORY

A true Northern Michigan real estate family

Bob and Trish Hartwick's story began in Harbor Springs, where they met, married, and started both a family and a business dedicated to the Up-North lifestyle.

Trish came north from Central Michigan University more than thirty years ago and knew on her first visit that this was home. Bob had already spent a decade launching resort communities around Harbor Springs and Petoskey. In 2004 they founded their own team, now Hartwick Up North Homes with Coldwell Banker Schmidt, built on relationships rather than transactions.

It shows in the numbers: roughly a quarter of the homes the Hartwicks sell each year are for past customers who came back. Bob, Trish and their son, Will, live in Harbor Springs, and decades here mean they know the landscape, the local regulations, and the people who move a sale from accepted offer to closing without surprises.

WHY THE HARTWICKS

What sets the Hartwicks apart

Plenty of agents can list a home. These are the things the Hartwicks do that most do not, and what each one means for you.

01

They know this market.

Two full-time agents, sixty-plus combined years, every resort market from Petoskey to Walloon Lake. They know which buyers show up for which lake, and what a home is worth this season.

FOR YOU

A price and a plan grounded in your lake and this season, not a county average.

02

They have the reach.

Coldwell Banker's national network and its Global Luxury program, hundreds of listing portals, and a plan built for your home with the North Star Buyer Blueprint: who is most likely to buy it, and how to reach them.

FOR YOU

Your home is seen by the buyers most likely to want it, wherever they live.

03

They work for you, to sell and to buy.

Both sides of the table, every day, in confidence. Many agents win a listing with the highest price and hope you lower it later. The Hartwicks' goal is your best price, and they will tell you what it is.

FOR YOU

An honest number at the start, and no surprises later.

04

They keep you informed.

Buyers qualified before showings, a personalized market report, and feedback from every showing passed along, good or bad. You will know what they know.

FOR YOU

You always know where you stand.

05

They get results.

More than \$500 million sold and 60 to 80 transactions a year. Top producers in the Coldwell Banker Schmidt Petoskey office in 2013, 2014, and every year since 2018. Five-star reviews on Zillow.

FOR YOU

A record you can check, not a promise.

06

They run on data, and the technology to reach customers near and far.

Pricing starts with closed sales, not the neighbor's asking price, and four market numbers are watched monthly and shared with customers. Seven in ten buyers come from out of town, so every qualifying listing carries professional photography, aerial imaging, 3D tours, and live video showings. Behind it all, technology and AI built for this market, not taken out of a box.

FOR YOU

Decisions made on evidence, and a listing that shows well to buyers who cannot visit.

07

They are a team, not a corporation.

Trish and Bob built the business together and still run it together, with a small team behind them and one of the largest brokerage networks in the country.

FOR YOU

The people whose names are on the sign are the people on your deal.

“

The result was a sale we felt in control of from the first meeting to closing.

A HARTWICK CUSTOMER, SOLD IN PETOSKEY · ZILLOW REVIEW

THE PEOPLE

Trish and Bob Hartwick: two experts, one team



Trish Hartwick

REALTOR · CO-FOUNDER

Trish is the expert in planning and execution. She works both sides of the table, makes the calls that bring listings and buyers in, and gives a \$500K cottage the same attention as a \$3M lakefront estate.

Thirty years here have made her an expert in how Northern Michigan property actually trades: which buyers show up for which lake, what a home is worth this season, and how to get from accepted offer to closing without surprises.

- CERTIFIED LUXURY HOME MARKETING SPECIALIST
- COLDWELL BANKER GLOBAL LUXURY
- CENTRAL MICHIGAN UNIVERSITY



Bob Hartwick

ASSOCIATE BROKER · CO-FOUNDER

Bob has worked in Northern Michigan real estate since 1989, first launching resort communities with Trout Creek, Crooked Tree, Boyne USA and True North, then helping families find their own Up-North homes. He brings a broker's oversight to every transaction and leads the team's negotiations, with particular depth in golf-course, resort and waterfront property around Harbor Springs, Petoskey and Charlevoix.

- ASSOCIATE BROKER
- CERTIFIED RESIDENTIAL SPECIALIST
- ACCREDITED BUYER'S REPRESENTATIVE

PROUD OF THIS PLACE

Active in the Harbor Springs and Petoskey community

You will find Trish running the local trails year-round, skiing in winter and golfing in summer, and Bob on the tennis courts, still competitive, or on the golf course. Both are members of Holy Childhood Church in Harbor Springs.

With every closing the Hartwicks give to the Child Abuse Prevention and Education Council of Northern Michigan; since 2013 they have been its largest contributing real estate agents. Trish also supports the American Cancer Society's breast cancer research.



BOB, TRISH, WILL, AND MORGAN AT THE EPSON TOUR PRO-AM



THE HARTWICK TENT ON THE COURSE

Talk with Trish and Bob *about your next move.*

Whether you are selling, buying, or just curious what your place is worth this season, a conversation costs nothing and comes with no obligation.

SCHEDULE A CONVERSATION

or call 231-242-3423



hartwickupnorthhomes.com

Scan for listings, the video, and the questions people ask

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