



DeMICHELE Co.
C O M M E R C I A L
REAL ESTATE SERVICES

2639 N. Downer Ave.
Suite 4
Milwaukee, WI 53211

Michael DeMichele, AIA

**Principal-Owner
DeMichele Company
WillowTree Development**

www.demichele.com

August 2025

In May of 2004, Michael established the commercial real estate development firm, WillowTree Development, and grew a portfolio of Industrial, Retail, Office and Mixed-Use properties in the Milwaukee area consisting of 800,000+ square feet of commercial development including two business parks.

In July of 2010, Michael started The DeMichele Company, a Boutique Commercial Real Estate Services firm providing complete Development, Brokerage, Investment, Management and Owner's Representative Consulting Services. DeMichele's recent notable projects include The Fitz, a 55-unit apartment building in the Downer Avenue historic district. The establishment of Lupi & Iris Restaurant. The Dohmen Foundation Headquarters historic renovation of the Fein Bros building and Food For Health's Commercial Kitchen new building. The Milwaukee Ballet's Third Ward HQ, School, and Performance Space / Dohmen Life Science Services HQ and Red Arrow Labs HQ in the Third Ward / American Roller and Mortara Instrument's manufacturing facilities, Harken Yacht Equipment's HQ and Plant, Radio Milwaukee in Walker's Point, and WANTABLE.com's Walkers Point HQ and Café and currently WANTABLE'S Digital Unit under renovation in the 1940's Schulte Poultry building.

Michael is registered architect in the State of Wisconsin, NCARB Certified Nationally, and a WI licensed real estate broker. He has over 30 years of complete real estate development experience including 3 years as a practicing architect. Michael serves on the Board of Directors of Radio Milwaukee, past board member of The Milwaukee Ballet, the Third Ward Architectural Review Board, President of Business Improvement District No 41 (Downer Ave), and Board Member of Business Improvement District No 2 (Historic Third Ward). His wife and four children reside on Milwaukee's upper east side.