

**OUTSTANDING AGENT.
OUTSTANDING RESULTS!**



www.FineHomesofOcala.com

Ann-Marie Bortz
Broker-Associate

352-602-3713



Not All Real Estate Agents Are
Equal.

Certified Luxury Home Marketing
Specialist designation recognized
by the National Association of
Realtors.

Member of the Institute for Luxury
Home Marketing.

United States Air Force Veteran



My STORY



Whether you are buying or selling a home, it is essential that you partner with a real estate professional that can meet your needs and understands your lifestyle.

As a Realtor for over 2 decades, my experience, expertise, market knowledge and skills coupled with the extensive training from the Institute for Luxury Home Marketing has built competencies unique to the upper-tier.

The first 16 years of my career was in S. Florida where I was a part of the new construction luxury condominiums sales on Ft. Lauderdale Beach and resale of luxury homes.

As a Realtor marketing homes of distinction I possess special skill sets which include discretion, top notch technology, professionalism, 21st century marketing options, and the ability and experience to find solutions for complications that arise in these transactions.

My dedication to my customers is unparalleled and is reinforced from core values instilled during my time in the United States Air Force. I have built my business rooted on strong ethics, dedication and commitment to getting the job done.

Whether I represent a single family home or an expansive estate, my goal is to deliver first-class service to you and your family.

Dedication to Five Star Service.

*The customer is at the heart of everything
I do, and I have the reviews to prove it.*

CUSTOMER SATISFACTION
Rating

"Over the last 50 years, I have bought and sold dozens of properties and worked with lots of Realtors, some good, some not so good. Ann-Marie is the best of them all.

Smart, honest, responsive, friendly, persistent and has great business sense....quality pro who works hard for clients to ensure satisfaction.

When inevitable glitches arise during the closing process, she calmly takes charge, jumps on the problem and resolves in the client's best interest.

She has set the bar extremely high. My highest recommendation." - Hal Boylan

"Her energy and enthusiasm to sell our house instilled in us a confidence that her commitment was authentic.

Attractive, high quality yard signs were critical in bringing our buyer to us. We watched other properties in the neighborhood sit or months. She rocks!

When we met her we had interviewed several other agents and she really stood out. She has a thorough understanding of the local market and that is everything when setting your price.

She took into account our situation and advised us accordingly...let her help you enjoy that feeling!" - Paul Kuipers

"In order for us to purchase our "Paradise Home", we had to first sell our existing home. She sold our home within days during a global pandemic and after the state was recovering from an economic shutdown. That fact alone should be sufficient enough to hire her.

Ann Marie impressed us from the beginning with her attentiveness, listening skills, and willingness to work with us on our particular constraints.

She is hardworking, responsive, and was able to answer all of our questions. We are thankful for her vast knowledge in all aspects of the industry. She was able to solve any problems quickly and efficiently.

If not for her, we would not be living our dreams today. She was such a blessing to our family." - Breckany Masciarelli

My MARKETING HIGHLIGHTS

What To Expect From Me

- Eye catching full color property flyer
- Dedicated URL to VIDEO tour
- Professional Interior & Exterior Photos
- Drone photography & Video movie tour production
- Targeted paid social media ads
- Frequent communication
- Showing feedback
- Monthly market updates
- Strategic property positioning
- Top notch negotiation skills
- Professional and fun experience
- After sale follow-ups

*A winning
formular for
success is my
ability to reach
potential buyers!*

82 Young Drive Inglis, FL 34449

\$710,000
3 Beds, 2 Baths

Ann-Marie Bortz- Realtor
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Coral Shores REALTY

See the Virtual Tour: www.kimfactory.com/267095

EQUAL HOUSING OPPORTUNITY
Housing Opportunity by public financial institution not for government.



Video Marketing Tours

In today's digital world where holding people's attention is becoming more difficult, still photos alone won't convey the experience of living in your home.

Distinguishing your home from the competition means capturing a buyer's emotions and keeping it! That can only be done with video tours.

Regardless of the price of your home, I deliver an engaging property tour utilizing aerial and interior videos with music and narration that sets your home listing apart from the competitors and connect it to buyers via paid, targeted social media ads.

My PROCESS



1

Meeting my clients

Prior to setting our meeting I will find out details about your property to help me in researching the correct comparables, current market data and put together a comprehensive and detailed market valuation for our in-person meeting. At our personal meeting, I will do a thorough tour of the property, gathering more data and detailing items that need attention and stand out property amenities that would be an essential highlights to the listing. We would then discuss the right list price for your property in the current market.



2

Creating a property profile

My marketing starts with professional photos in addition to aerial and interior video used to create an engaging and enticing video tour of your property.

I will create a unique selling proposition that distinguishes your home from the competition for inclusion in the MLS, printed material and 3rd party websites.

Your listing will receive a unique URL for the video tour that can be shared and seen by the home buying public no matter where they are located.



3

Searching for the perfect match

Now the work begins! Using my 20+ years of professional network with other agents and social media marketing skills, your video tour will be promoted to areas of the county known to produce buyers to our area including South Florida, California, New York and New Jersey and internationally.

Monthly market updates and showing feedbacks are communicated to you to make sure we can implement changes as needed.

*Consistently
Outperforming
The
Competition!*



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REAL ESTATE AGENT**



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