

The benefits of having Lori Busch as your broker are....

I have been a broker for over 18 years and have specialized in vacant land and the opportunities for increasing it's sale and value. Most of my experience is in the industrial/manufacturing facility sector. During the course of my brokerage I have become well versed in multi family, retail, mobile home parks, offices and leasing. I am knowledgeable in farms, as well. I have sold residential properties as well. I am proficient in contracts, land titles, financing, development, leasing, and negotiations.

I have a mortgage brokerage license, general contractors license, state building contractors license, and owned a title company for three years. This gives the edge in getting the financing and closing details done efficiently.

I know the importance of working for the sellers and determining the proper course of action based on their objectives and my consultation.

My marketing plan includes:

1. Prepare presentation brochure of site
 - A. Show location (streets, highways)
 - B. Dimensions
 - C. Surrounding Properties
 - D. Proximity to positive amenities
 - E. Checklist of features
 - F. Zoning
 - G. Traffic Count
 - H. Suggested Uses
 - I. Photos
 - J. Existing Property Features
2. Gather information on comparable prices and sales, and what is occurring with nearby properties. Also the present and future traffic routes.
3. Contacting prospective purchasers via email, and letters & trade organizations
 - A. Instill interest, send above prospectus or direct to website.
 - B. Continue follow-up or gather further referrals
4. Market through developer contacts, fellow brokers, local associations, national associations, real estate websites, multiple listing services, signs, trade organizations, Economic Development Council, direct corporate real estate managers.
5. My website is Ocalaproperty.com. Feature your property with its own web page. Email link to specialized sector members matched to your properties features. Advertise on various additional websites.
6. Details before, during, and after purchase agreement through closing.

7. Coordinate and present property for annexation, land use, zoning. You would pay direct application fees, and other costs required. I would provide my services at no charge with my listing services. Work with City Engineering to make water and sewer utilities available.
8. Show property and arrange tours of property for prospects.
9. Present creative possibilities for development and suggested development designs (overlays) geared toward purchasers interests and use.
10. Provide signage. Consistent themed advertising geared to feature your property's positive, saleable features and development potential.

Working together to meet mutual goals
Time to get your real estate broker...

Lori J. Busch
Licensed Real Estate Broker

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