

# TOP AGENT MAGAZINE

## SHANE WILLIS



With tremendous expertise gained from his military career, Broker Shane Willis of RE/MAX of Orange Beach has leveraged a unique set of skills into building one of the top-performing real estate teams in the country. Based out of Orange Beach, Alabama, four miles from the Florida border, Shane and his office cover the Alabama coastline and the

Greater Pensacola, Florida region. With an expert knowledge of the area, coupled with a fierce commitment to superior service, Shane's business has thrived.

Prior to owning his own real estate business, Shane first worked at a financial services firm where he learned extensively about mortgages, insurance and stocks. During that time, Shane earned his Real Estate and Mortgage licenses. He then made the decision to join the military to help pay for college. While on active duty, Shane studied Logistics and continued studying real estate and mortgages. Upon finishing his service with the Army, Shane earned a degree in marketing and opened a mortgage company. He grew his company to 16 offices and well over 125 loan officers within just three years. Shane sold that company in 2008, went back to school for his MBA and has been selling real estate as a full-time Broker ever since.

Now an experienced REALTOR®, Shane applies those values and experiences he learned to his own business. "I think the thing that stands out the most about myself is my experience. I have seen the full real estate cycles." Shane holds numerous certifications including Certified Distressed Property Expert, Certified Investor Agent Specialist, E-Pro, Military Relocation Specialist and Certified Luxury Home Marketing Specialist.

Located along the beautiful Florida and Alabama coast, Shane and his office serve the areas of South East Baldwin County in Alabama and Escambia and Santa Rosa counties in Florida. "From Gulf Shores through Orange Beach, all the way into Perdido Key, we call it the 'Island' with the Gulf of Mexico on one side and the Intercostal waterway on the other. Our area is so large that we literally have everything from \$50,000 trailers to million dollar beach homes. Everyone is a millionaire in my eyes, so it doesn't really matter what the price point is."

Willing to work with all different types of properties, buyers and sellers, Shane acknowledges a niche within three distinct markets. "We have a strong military presence here in Pensacola. It is the Home of the Navy's Blue Angels and the cradle of Naval aviation. As former military myself, I do not mind helping a fellow veteran out at all. Having used the VA loan personally, I know the process extremely well."

The luxury and condo market is another Shane frequently works with. "We have some of the prettiest beaches on earth, so that is certainly a huge attraction. Instead of renting, people ask me if a condo could pay for itself through rental income. The answer is a resounding YES! We have quite a few clients doing just that and some even make 3-4% rate of return on their cash after using the condo for a month out of the year and renting it out the rest of the time to vacationers."

Investors are the final niche market Shane works with. "I am a firm believer that wealth can be built through real estate for the investor and I put my money where my mouth is. I currently own multiple rentals and have two more under contract at this time. I hold the Certified Investor Agent Specialist designation and believe my clients enjoy the fact I can look at a property with the same investor eyes that they are looking at it."

In 2014 Shane's office was awarded the #1 Broker/Owner office within RE/MAX for the entire country. "That was an amazing honor for us." Outside of real estate, Shane enjoys spending time with his family, traveling and coaching little league football, basketball, and baseball. A member of his local Rotary Club, Shane also belongs to a local Mardi Gras Krewe, which raises money for Prostate cancer research. Shane's office has been the #1 fundraiser for Children's Miracle Network in the state multiple years. "Last year we raised over \$45,000 and hope to top that this year."

Whether it's helping someone with the purchase or sale of their home, or giving back to his community, it's helping others that Shane and his office are all about.



TO LEARN MORE ABOUT SHANE  
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