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## Erica Diaz

& THE ERICA DIAZ TEAM  
W/ HOMEVEST REALTY

**RISING STARS:**

**Tiffany Pantozzi w/ Compass Real Estate**

**PARTNER PROFILE:**

**Susan West w/ Fidelity National Title**

**WHY RPAC:**

**Jamie Caballero**

**CELEBRATING LEADERSHIP:**

**Mery Fernandez w/ Empire Realty Network**

*The State of Orange County:  
Horizon's West by Rick Singh, CFA*

**JANUARY 2020**

# Tiffany Pantozzi

## Compass Real Estate

Tiffany Pantozzi is dynamic, and she knows how to make an impact.

In just a few short years, Tiffany has become a stand out in Central Florida real estate. Her unique experience representing high profile brands, coupled with her knack for marketing, effective communication and hands-on negotiating skills has made her a genuine force of nature in our wake.

Originally from North Miami Beach, Tiffany was a cheerleader for the Miami Dolphins while attending fashion school. After graduation, she started her own sports-licensed apparel company and in 2010 moved to Orlando to be with her now-husband.

"I've always been passionate about sports," Tiffany said, "so the marriage of sports and fashion was a very natural space for me". After selling millions of dollars in merchandise and acquiring some invaluable assets, Tiffany sold her business. Then, wanting to stay connected to the sports industry, engage more with the local community, and meet girls with shared interests,

Tiffany joined the Orlando Magic. "After I sold my business, I just needed some room to stretch, to clear my head before jumping back into the next entrepreneurial venture, and dancing with the Orlando Magic was the perfect opportunity."

"I was able to really connect with the energy of the city and formed some amazing friendships while with the Magic." From there, Tiffany had some important decisions to make. "I knew what I was capable of. I knew my value and how hard I was willing to work." And so she set out to find the right fit, the right industry that still valued hard work, creativity and enthusiasm. As irony would have it, that road lead her right back home. "My whole family is in real estate. My mom and brother are both agents and my husband owns a title company, this is where I should be. This is where I can make an impact!"

Choosing real estate was a natural leap for Tiffany. "I was born motivated, and as a business owner, I have the will and drive to get up every day and grind". Tiffany had already bootstrapped and self-financed her own



startup, so she was not interested in recreating the wheel in a very crowded field of real estate professionals.

"I needed more than what traditional and even boutique brokerages were offering," she explained, "more reach, a more robust, well rounded and innovative leadership group with a vision, and better tools". Tiffany had been watching the real estate company Compass make waves for over a year, and even had some contacts from her time in Miami that had joined the brokerage. The feedback was all positive, and after meeting and speaking with

### ► rising star

By Jacob Cabezudo  
Photography by Debbie Gamble  
w/ Vesta Luxe





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*I am a serious professional, and I believe I can accomplish anything I set my mind to. This journey has been so unpredictable, yet so rewarding. I have always been a competitive person. I compete to win!*

CEO Robert Reffkin, she became the founding agent for Compass Orlando.

The most rewarding part of working and growing her business is helping clients reach their goals. Tiffany does this by being very diverse in her approach with each client. “I believe I understand people,” she said. “I’ve traveled the world, and I’ve done a ton of community service work. I have sold \$100,000 properties, and I have sold multimillion-dollar properties. When I represent a client, I want the experience to be unique, seamless and memorable, regardless of the price point.”

Her time representing the Miami Dolphins and Orlando Magic on such large and public stages proved to be extremely beneficial when it came time for Tiffany to develop her marketing strategy. “I was always on camera and am very comfortable on stage. I’ve developed a good amount of confidence over the years through performing, hosting events, doing interviews and public speaking.”

Now, Tiffany curates extraordinary listing videos for her clients, and considers every component of her videos, from concept to completion. “I’m always thinking about the emotion I want to invoke from the viewer, how I want them to feel, what story I want to tell, what call to action I may be creating,” she explained. “Technology has changed the way people buy, and I think video has to be part of the process. Very effective stories can be told in mere minutes using video.”

Another way Tiffany connects with clientele is through social media. With Instagram being one of the largest and most popular platforms, she maximizes her exposure by running her own account, and staying on message. “We’re all experiencing information overload on a daily basis, so I really try to provide something valuable, instead of just putting something out there for



the sake of a post. I think many agents maybe miss on this. If you are running a business account, maybe skip posting a dozen pictures of your puppy. Better yet, take that puppy over to one of your listings and capture some video of it running and playing in the backyard so potential buyers can see the space in a different way.” Instagram has been certainly worth the time for Tiffany’s business. In fact, a number of deals that she has closed this year originated from the platform.

In her limited free time, Tiffany loves spending time with her husband and their animals. Traveling is what they are passionate about, so at least once a year they will plan an exotic international trip, to explore and refresh. “We work so hard, and both of us prefer to invest in experiences. But don’t get me wrong, I still love my Gucci’s.”

Tiffany’s resourcefulness and determination have no limit.

As a matter of fact, her hard work and enthusiasm have already paid dividends, tangible and otherwise. “I am a serious professional, and I believe I can accomplish anything I set my mind to. This journey has been so unpredictable, yet so rewarding. I have always been a competitive person. I compete to win!”