



NEIGHBORHOOD GUIDE

B.J. Born is a native Floridian who launched her real estate career in 1990 with a local office in Homestead, Florida. Just a year later, she opened her own brokerage in Homestead, and by 1995 expanded with a second office in Cutler Ridge. Through recruiting and mentoring more than 28 real estate professionals, she quickly built one of the top offices in the area. After selling both offices in 1997, B.J. shifted her focus to a full-time real estate career in the Florida Keys. With decades of experience in both residential and commercial sales, B.J. is recognized for her leadership and expertise. She was named Realtor of the Year in 1996 and served as President of the Homestead Board of Realtors (1995–1996). In addition to her Florida license, she is also a licensed broker in North Carolina with knowledge of the Asheville market. Dedicated to delivering professional, informed service, B.J. continually stays on top of the ever-changing real estate market. Outside of real estate, she enjoys spear-fishing, underwater photography, skiing, and relaxing on the beach at sunset in the Florida Keys.

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RESF (Real Estate Sales Force), founded in 2005 by Jorge L. Guerra Jr., began as an innovative brokerage and has since grown into a leading South Florida firm with over 450 agents and offices across Coral Gables, Dadeland, Broward, and Key Largo. Early on, RESF distinguished itself through advanced marketing tools such as HD virtual tours, aerial video, and polished social media campaigns, ensuring standout exposure for every listing. Led by Guerra, the firm has earned accolades including “Firm of the Year” from the Coral Gables Chamber and placements on the RISMedia Power Broker list and Swanepoel Mega 1000 rankings. In 2016, RESF expanded into the Keys with the launch of RESF Island Properties in Tavernier, reflecting their commitment to offering localized expertise—especially valuable in the Keys’ unique real estate landscape, where environmental regulations, permitting, and vacation rental dynamics add complexity to transactions. The Florida Keys office is staffed with experienced agents who have the local knowledge to help buyers and sellers navigate the market and find the perfect spot in paradise.