



**ANN URIAS**  
**RISING TO THE CHALLENGE**

# PROFESSIONAL PROFILE

## ANN URIAS Re/Max Homes & Estates

By Lalaena Gonzalez-Figueroa

*"The time to repair the roof is when the sun is shining."  
~John F. Kennedy*

She's become known as Orange County's "Queen of Short Sales," but for Ann Urias, the road to real estate royalty has been paved with dedication, hard work, and tremendous industry foresight. A licensed agent since she was just 18 years old, Ann has cultivated remarkable success for herself and her clientele.

"Real estate has been my passion since I was a young girl," she reflects. "I enjoy the personal aspect of the business, and the opportunity to help my clients achieve their dreams of home ownership." A competitive nature, a knack for negotiation and the ability to recognize subtle market change indicators have proven the ideal foundation for a successful career. Challenges may arise, but Ann remains undaunted in her commitment to the industry. "I couldn't see myself doing anything else," she reveals.

Her background as a real estate appraiser afforded Ann a unique perspective prior to the recent market shift; when she noticed that property equity and housing prices weren't in sync, she began to research the history of similar real estate trends. Her findings prompted Ann to become a certified Short Sales Specialist in 2006, to the shock of many of her professional colleagues. "People thought I was crazy for investing in the class, but I saw the signs," she says. And her vision was spot-on. She opened a short sales division within her RE/MAX office, and quickly began to build a substantial inventory.

While she built her business early on as a residential and residential-income specialist, Ann's current focus

is on short sales and REO listings, which comprise a large percentage of her transactions as of late. With a team of three dedicated specialists she works tirelessly to represent buyers and sellers within the unique short sale market. Her efforts have paid off; Ann fields calls from individuals throughout the state and around the country, who are interested in opportunities to invest in Orange County.



Ann's success is measured not only by her impressive production numbers (she closed over \$12 million in 2008), but by her growing number of satisfied clients. From traditional buyers and sellers, to eager investors, to individuals who are facing foreclosure, she consistently meets the needs of a highly diverse clientele throughout Orange County and the surrounding regions of Riverside and San Bernardino.

As the real estate market continues to cycle, Ann remains focused on longevity. She plans to expand her professional team and remains committed to building her business with RE/MAX, an organization she firmly believes in. And she's holding tight onto that proverbial crown: Ann's goal is to continue to increase production levels and to achieve ranking as Orange County's number one short sale agent.

Ann Urias  
Re/Max Homes and Estates  
133 South Yorba  
Orange, CA 92869  
Mobile: 714-588-7676  
[www.REMAXAnn.com](http://www.REMAXAnn.com)