Lucia Ortega

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My Key Qualifications

- **Active Arizona real estate license** (Arizona Department of Real Estate, 2025), working residential sales in Phoenix.
- Set **41 buyer and seller consultations in 12 months** handling inbound internet and sign-call leads for a 3-agent team.
- Built **28 CMA packages** for Phoenix-area sellers, pulling ARMLS comps and active and pending inventory into listing appointments.
- **17 of 18 escrows kept on schedule** from contract to close, coordinating inspections, appraisal, signatures, and closing timelines via DocuSign.
- Daily hands-on in **ARMLS, DocuSign, Follow Up Boss, and Canva** on live transactions.
- Ran a 3-week **open house-style promotion campaign generating 73 sign-ups** using Canva and Instagram.

Experience

Associate Real Estate Agent — **West USA Realty**, an Arizona residential real estate brokerage

Jun 2025 – Present · 1 yr 5 mos

- Set 41 buyer and seller consultations in 12 months for a 3-agent residential team by qualifying inbound internet and sign-call leads, handling call, text, and email follow-up in the CRM and using team scripts to confirm timeline, financing readiness, and neighborhood preferences.
- Completed 28 CMA packages used in listing appointments for Phoenix-area sellers, pulling ARMLS comps and reviewing active and pending inventory in collaboration with the team lead.
- Helped keep 17 of 18 assigned transactions on schedule to close by tracking inspections, appraisal, and closing steps, coordinating signatures and document flow through DocuSign with the broker and transaction coordinator.
- Support showings, open houses, tour preparation, and offer paperwork, maintaining escrow milestone communication with clients and internal transaction support.

Education

- **Arizona State University** — Bachelor of Science in Marketing · 2021 – 2025 · Relevant coursework: Marketing Research, Consumer Behavior, Sales Management, Business Communication

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Projects

- **Phoenix Home Pricing Capstone**
  Faculty-sponsored capstone: built a pricing and neighborhood comparison analysis using public residential housing data, modeled on buyer and seller decision-making. Produced pricing estimates within 6% of final sale prices across a 50-property sample.
  Tech: Excel, Tableau, MLS-style housing data
- **Open House Promotion Plan**
  Created a digital promotion and follow-up workflow for a local small business client expanding into short-term property leasing events. Generated 73 event sign-ups during a 3-week campaign.
  Tech: Canva, Instagram, Google Sheets

Skills

- **Real Estate Tools:** ARMLS, DocuSign, Follow Up Boss, Canva
- **Residential Sales Support:** Lead Qualification, Comparative Market Analyses (CMAs), Open House Support, Transaction Follow-Up

Certifications

- **Arizona Real Estate License** – Arizona Department of Real Estate (2025)

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