

## **James Lorenz Joins RE/MAX Alliance Group, December 2013**

**SARASOTA, FLORIDA** – Realtor Associate James Lorenz has joined the Sarasota office of RE/MAX Alliance Group as a team member with Broker-Associate Dennis Kotaska and Broker Teri Kotaska, one of the top 3 percent of RE/MAX agents worldwide.

Jim brings to the Kotaska team an impressive and varied financial services background, especially in the sales and marketing of financial products such as insurance, annuities, financial plans and securities of all kinds.

During his nearly 30 year business career, Jim advanced to the position of Senior Vice President and Director of Financial Services in the Kemper sales organization where he directed the marketing of all special products to the firms several hundred stockbrokers throughout five regions of the United States.

Jim's experience in developing products for distribution, positioning those products in the marketplace and developing sales strategies for the sales force and their products, led to several sales records over several years in both bull and bear markets. Jim also used his financial and marketing skills as the manager of two large stock brokerage sales offices, as past president of a condo association in Venice, as secretary and president of his church council and as president of a senior citizen center in his home town of Freeport, Illinois.

His sales strengths, commitment to customer needs and strong focus are a match for the RE/MAX Alliance Group, the Dennis Kotaska team and will be a great fit in our local communities. Jim and his wife Karen have been Florida residents for several years and have owned homes and condos in Venice since 2001.

Jim's strengths align perfectly with Dennis and Teri Kotaska's focus on customer service and experience. Dennis is the third generation of his family in building and real estate. His 40+ year career includes the sale and building of more than 10,000 homes in Chicago and the Florida Gulf Coast. Teri's strong real estate background includes developing marketing strategies for residential communities which included advertising, model merchandising and pricing.

**The Kotaska office is located in the RE/MAX Alliance Group Sarasota office at 2000 Webber Street, Sarasota, Florida 34239. Jim can also be reached in Venice Florida at (815) 275-5530 and Dennis and Teri can be reached at (941) 815-6772. To learn more about how they can put their experience to work for you, please visit [www.SarasotaHousing.com](http://www.SarasotaHousing.com) or email [dennis@sarasotahousing.com](mailto:dennis@sarasotahousing.com).**

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