

# VoyageMIA

## Life & Work with Bonnie Heatzig



Today we'd like to introduce you to Bonnie Heatzig.

**Hi Bonnie, thanks for sharing your story with us. To start, maybe you can tell our readers some of your backstory.** I was raised in Arcadia, California, and moved to Worcester, Massachusetts, at the age of 16 when my father was appointed President at Worcester State University. I received my bachelor's degree in economics from Boston College and Juris Doctor degree from University of Connecticut Law School.

After graduating from law school, I practiced law with one of New England's largest law firms, Robinson & Cole. At Robinson & Cole, I acquired a strong foundation in transactional law matters. After transferring to Miami, I became an attorney for South Florida Water Management District. I then served as General Counsel for one of the nation's leading advertising agencies, Directional Ad-Vantage Holdings, LLC (d/b/a Smartlite), doing business in 48 states. I continue to advise them as an "Of Counsel" attorney.

My experience practicing law among some of the most respected and talented attorneys in the country has been a gift of knowledge and confidence that has served me my entire professional life. I was working full-time practicing law when my husband and I decided that we should consider selling our own home. After interviewing several top agents, I didn't feel that they shared my passion for my house and that, to me, was such a critical piece of a salesperson's job. If my agent didn't love my property, how could they sell it for top dollar? I also researched properties where we could move once we sold our then-current home. I found the exercise challenging as I delved deep into searching for deals that beat the market.

At the dinner table a few weeks later, I said, "Game on!" Real estate was my match! Not long after that Sunday night dinner, I followed my dream and pursued a career selling real estate where I knew I could make a value added contribution and make my mark!

Without a doubt, I could never have achieved my success without the support and encouragement of my husband of 23 years, Eric. Those of us in real estate know that our profession is a 24/7 commitment and that means sacrificing time with your family. With the blanket support of my husband and our three children, I have been able to pursue the most rewarding (and humbling) career I ever could have imagined for myself.

Working on the waterfront, I would often see my family boating on weekends in Lake Boca from the balconies of high-end condos I was showing to clients. It is hard not to feel left out on those weekend outings, but we manage to plan exciting and memorable family vacations to make up for lost weekend time together!

**Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?** In the fourth grade, I wanted to become a lawyer. The struggle to get into law school and practice were real and I loved it, but there was always something missing. I felt like I loved law, but the true passion wasn't there.

When you are doing something you love (like when I found real estate) I realized if you are passionate and I mean truly passionate about something, then all the struggles and little bumps in the road are worth it!

**Thanks – so what else should our readers know about your work and what you're currently focused on?** Since becoming a realtor in 2004, I have sold more than \$400 million in real estate and counting. I am a member of Florida Association of Realtors and Realtors of the Palm Beaches. I was recognized as the Top ½ of 1% of all realtors in Florida based on sales volume by Real Trends/Wall Street Journal in 2020. I have built a reputation as The Luxury Real Estate Authority and am frequently interviewed by such esteemed news outlets as WBPF, WPEC, WPTV, Florida Realtor magazine, Today.com, The Real Deal, The Shrimp Tank Boca Raton podcast, Apartment Therapy, Authority Magazine, Martha Stewart Living, Bankrate, Synchrony Bank, South Florida Sun Sentinel, Woman's Day, South Florida Business & Wealth, City & Shore Magazine, Country Living, Inman, and more.

My luxury real estate practice runs an inch-wide and a mile deep. This highly specialized niche fosters an extremely demanding clientele with high expectations of performance and results at every turn. The competition is fierce, leaving no margin for forgiveness. I stand out as The Luxury Real Estate Authority among my peers because I run the luxury brand through every marketing piece, through every communication, and I present myself to my clients as the expert that I am who is the only one who can get them the property they want at the price they want to pay.

I am fortunate to have a nephew who is a pilot and more than once, I have hired him to fly my clients and me around my market area to show them aerial views of the best of our oceanfront, proximities to the Inlet from different waterfront neighborhoods, the varying canal widths of different streets even within a single neighborhood — all while I am explaining corresponding home values and comparisons during the entire trip.

My husband and I also own a boat and we take clients out on the water for a “backyard view” of the waterfront properties they are considering. I take them on the Intracoastal or ocean to get a great perspective and vantage point! Some clients are also concerned about whether the height of their own boat will fit underneath a fixed bridge. Many boats require a non-fixed bridge, or drawbridge, that goes up for large vessels to pass underneath. So, not all waterfront properties are the same. Fixed bridges limit the value of a property.

A large part of being a real estate agent is also being a therapist to clients. Purchasing a home is a major decision and brings up a lot of emotions and indecisiveness. I never give my opinion on the aesthetics of homes clients are looking at, but I use my professional expertise to point out structural things clients should consider, such as evidence of a leak.

I make the house hunting process all about the client. It doesn't matter what my likes are. I listen to them from the beginning to the end and help them make a wise decision. Real estate isn't only where someone will live in. It's also a major investment. I help clients remember their checklist and make sure a home they are considering checks a lot, if not all, of the boxes. Clients can often get caught up in the moment and forget their non-negotiables.

A big concern for my clients with young children is finding a great school for them to attend. I raised three children in Palm Beach County, so I have connections at the most exclusive private schools in the area. I help my clients get appointments with the admissions offices and counselors for children as young as Pre-K. I believe that the public and private schools in Boca Raton are among the best in the country. Our schools here in Boca matriculate to the most prestigious colleges and universities in the country. To me, this is the best kept secret in South Florida. There's no better gift to give our children than a stellar education.

Thinking outside the marketing box allows me to demonstrate my stand-out knowledge base and marketing tools to discerning clientele. This type of white glove treatment has proven to be my gateway to loyalty and referrals! My

unique skillset and nuanced experience representing clients, including A-list actors, entrepreneurs, business managers, and Fortune 100 executives, gives me the professional edge when working with ultra-high net worth clients from around the world.

**The crisis has affected us all in different ways. How has it affected you and any important lessons or epiphanies you can share with us?** South Florida, now more than ever, is a bright spot on the national housing market as the COVID-19 pandemic has forced people to spend more time at home. We are seeing a strong uptick of relos looking for an easier lifestyle that includes warmer weather, beaches nearby, and tax incentives. With more money in their pocket and an ability to live a sunny easy-going lifestyle, South Florida is a compelling option!

Because of COVID-19, I have not been hosting lavish open houses like I once did. In fact, an increasing number of clients are purchasing multi-million dollar homes site unseen. They are relying on digital marketing, videos, virtual tours, drones, photography, and social media to get a feel for the property and make a purchase. Since Florida is such a hub for people from out of state and out of the country to purchase a second residence, travel restrictions also made it difficult to see properties in person ahead of the sale.

I have a very funny example of this. One of my clients purchased a home without ever stepping foot inside. The seller was mistakenly under the impression that the buyer was going to knock the house down, so they sold off inside contents of the home. During the final walkthrough, the buyer and I were like, "What's going on here?" Of course, I was able to negotiate a concession for my client to replace what was taken.

#### **Contact Info:**

- **Email:** [bonnie@heatzig.com](mailto:bonnie@heatzig.com)
- **Website:** <http://www.bonnieheatzig.com>



- Instagram: [https://www.instagram.com/bonnieheatzig/?utm\\_medium=copy\\_link](https://www.instagram.com/bonnieheatzig/?utm_medium=copy_link)
- Facebook: <https://www.facebook.com/BonnieHeatzigLuxuryRealEstate/>
- Youtube: <https://www.youtube.com/channel/UCbAbme90Pn4N4XIG-nVV3Sg>
- Other: [https://www.tiktok.com/@bonnieheatzigluxury\\_re?](https://www.tiktok.com/@bonnieheatzigluxury_re?)





