



**Jorge L. Guerra Jr.**  
President and CEO, Real Estate Sales Force (RESF)

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Jorge L. Guerra Jr. is the President/CEO of Real Estate Sales Force (RESF), a brokerage firm he founded in 2005, which has since expanded to four offices across South Florida with over 475 agents.

He served as the 2020 Chairman of the Miami Association of Realtors and as NAR Global Liaison for the National Association of REALTORS®. Currently, he holds the position of Treasurer for the Florida Realtors Association in 2024.

