

MAY 2020

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ADVANTAGE



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The Voice for Real Estate[®] in Florida



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**TOOLS TO GROW
YOUR BUSINESS**

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PROTECT YOUR PROFESSION
and so much more!



FloridaRealtors®
The Voice for Real Estate® in Florida

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on what to buy next.*



Imagine it's 6 p.m. on Thursday. You're working on a purchase agreement and your computer screen goes to black. What do you do? Call the Tech Helpline!

Our tech support experts provide assistance via phone, online chat and email. With your permission, they can even connect remotely to your computer to fix it so you can get back to business.



CALL: 407.587.1450

HOURS (EASTERN):

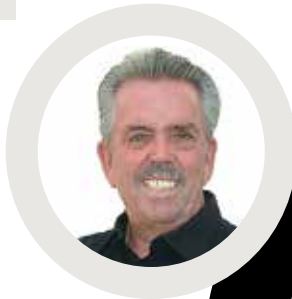
Monday - Friday: 9 a.m. - 8 p.m.

Saturday - Sunday: 9 a.m. - 5 p.m.



"I am very pleased we have the Tech Helpline. Without it, many of us would have to go to the repair shop or access help online. We don't always have that luxury in the middle of a listing or contract negotiation."

—GEORGE MORGAN, SALES ASSOCIATE



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Responsive Design**



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Need support?

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Learn more about this amazing member benefit at:
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\$92 PER HOUR

the average cost for tech support. **As a member of Florida Realtors®, you get tech advice FREE.**



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Stay on the right side of the law by calling Florida Realtors® attorneys who can educate you on a broad range of legal issues in real estate. And all the advice is **FREE**.



CALL 407.438.1409 weekdays between 9 a.m. and 4:45 p.m. (Have your Florida Real Estate Commission license number handy.)



Submit questions online at www.floridarealtors.org/SubmitYourLegalQuestion



Have a less pressing need for legal information? Check www.floridarealtors.org/law-ethics



**LEGAL E-NEWS
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EVERY MONTH**

Consulting a real estate attorney will cost you

\$200

per hour, on average.

As a member of Florida Realtors®, you get advice for FREE.

A few legislative victories:

- ★ **STABILIZED FLOOD INSURANCE SO FLORIDA RESIDENTS CAN PROTECT THEIR MOST VALUABLE POSSESSIONS.**
- ★ Capped estoppel certificate fees, saving home sellers hundreds of dollars.
- ★ **REDUCED THE BUSINESS RENT TAX, SAVING SMALL BUSINESSES \$60 MILLION.**
- ★ **Defeated a sales tax on Realtor® commissions that would have cost you \$2,300 per year.**

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Through lobbying by the Public Policy Office in Tallahassee and through support of candidates who believe in homeownership and the profession, Florida Realtors® protects property rights, removes barriers to homeownership and ensures your ability to conduct business.

Learn more at www.floridarealtors.org/advocacy



FLORIDA REALTORS® PAC
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Be the Go-To Realtor[®] in Your Market

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NEW!

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FLORIDA REALTORS[®] RESEARCH

Bring Your “A” Game

- Use exclusive local market reports in listing presentations.
- Analyze your market in a minute with our interactive graphics tool.
- Update your audience on market trends with talking points from Research’s monthly *Market Watch* videos.

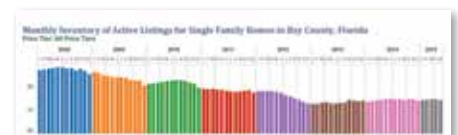
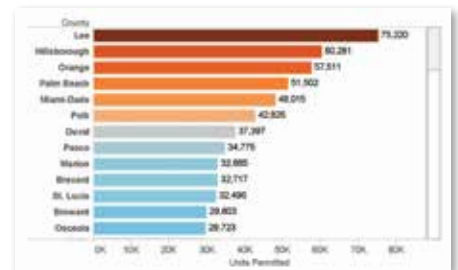
Monthly Market Watch Videos



Dr. Brad O'Connor, Chief Economist



“Florida Realtors Research & Statistics and Market Watch reports allow me to be an expert in any zip code, any region, any neighborhood. If you are not using them, you’re leaving money on the table. If THAT doesn’t resonate with you, then I don’t know what else will.— NEAL OATES, BROKER/OWNER



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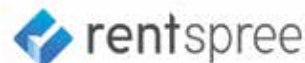
ACCESS BOARD-CERTIFIED MDS FOR JUST \$12.95/MONTH

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“Spanning 40 years of selling real estate, my business has used 10-15 of these service providers through my membership. Do the math on savings! Thank you, Florida Realtors®!”

—TIM KINZLER, SALES ASSOCIATE



and services you use every day.

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Imagine having **FREE** access to a library packed with hundreds of 5-minute how-to videos filled with ideas and coaching from successful Realtors®.

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TAKE 5 TOPICS

- How can I jumpstart my real estate business?
- Need low-budget marketing ideas with high-dollar results?
- HOW CAN I MASTER THE LEAD INTAKE PROCESS AND SECURE THAT LISTING?

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10X

New infographics are available in the back of each new issue of Florida Realtor® magazine and online.

MLSAdvantage™

Where Realtors® in Florida Share Listings

Share MLS listings statewide

MLSAdvantage allows participating boards and members to share listings across the state. With a single search, you can find all listings from participating MLS boards that match your parameters. You also can easily transfer the data to contracts in Form Simplicity.

Ask your board if it participates in MLSAdvantage or visit www.floridarealtors.org/MLS

Internet Data Exchange (IDX)

Commonly known as broker reciprocity, IDX allows MLS participants to display a large number of listings on each other's websites, and the lead-tracking tools improve your ability to make first contact with potential buyers.

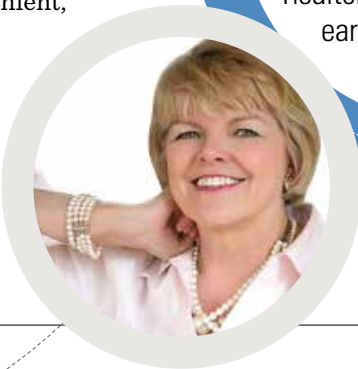
See www.floridarealtors.org/IDX

Education is power. **GROW. LEARN. EARN.**



Gain in-depth market knowledge, increase proficiency and enhance business success with the prestigious Graduate, Realtor® Institute designation. Classes are held at your local association and in a convenient, at-your-own-pace online format.

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\$27,000+

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Maximize your potential in this program designed to identify emerging leaders. Expand your leadership skills and make a difference by getting involved at the local, state and national level.

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Spokesperson Issues Training

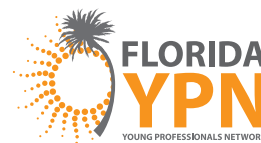
You never get a second chance to make a first impression, especially when you're talking to the media. Gain confidence and skills to communicate effectively with both the public and the news media in this intensive full-day training session.

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Read it online at www.floridarealtors.org/Magazine



“I absolutely LOVE this magazine and highly recommend it to my 150 agents. The valuable information keeps us up to date on technology, trends, industry changes, new marketing ideas, law and ethics changes and much more. This is the best magazine ALL Realtors® should read every month!” — MARTHA POMARES, BROKER

Florida Realtors® News

Brought to you five days a week, this email news service keeps you informed on the latest real estate news, market trends, home sales statistics, legal updates, contracts, disclosures and more.

Email support@floridarealtors.org to sign up for Florida Realtors® News.

Set up a direct feed of Florida Realtors® News on your website. Learn more at floridarealtors.org/rss.cfm



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—JAN BRUZAS, SALES ASSOCIATE





Florida Living Network®

Showcase Your Brand on a FREE Website

Did you know that you can promote yourself on a **FREE** webpage on Florida Realtors®’ consumer website, Florida Living Network? Just search your name under Find A Realtor at floridalivingnetwork.com. Click on View Details > then the Personal Profile login to customize the content, language and look of your page.



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No one knows your local housing market better than you, but do your customers fully understand the value and advantage of working with a Realtor®?

Florida Realtors® has created the “Call a Realtor®” campaign, complete with ready-to-share videos to help you educate and inform potential customers. Embed these on your website, share on social media and use in email campaigns.



Explore the video library here:
www.floridarealtors.org/videolibrary



The Marketing & Branding Solutions You Need

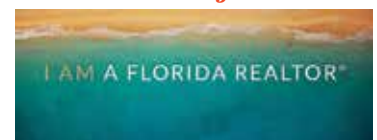
WE GET IT!

Producing all the graphics you need for direct mail, email, listing presentations, social media and website marketing is time consuming. Florida Realtors® is ready to help. We now offer free, Realtor®–branded and customizable templates you can use to print or share online.

Social media graphics



Consistent branding



Facebook cover photos



Our #1 Goal

YOUR SUCCESS IS OUR BUSINESS

For more than 100 years, Florida Realtors® has been dedicated to helping you **THRIVE** as a Realtor®. New services are added every year so you can grow, learn and earn more.



QUICK CONTACT LIST

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Free Tech Helpline – 407.587.1450

Form Simplicity – forms.FloridaRealtors.org

MLS Advantage – www.floridarealtors.org/MLS

Market Data – www.floridarealtors.org/ResearchReports

Florida Realtor® Magazine – www.floridarealtors.org/Magazine


Educational & Certification – www.floridarealtors.org/Education

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