

JANUARY 2020

The **FLORIDA REALTORS®
ADVANTAGE**



FloridaRealtors®
The Voice for Real Estate® in Florida



Exclusive, No-Cost & Low-Cost

**TOOLS TO GROW
YOUR BUSINESS**

Your Florida Realtors® membership delivers in so many ways...

50 WAYS MEMBERSHIP PAYS

FIX TECH PROBLEMS
SOLVE LEGAL ISSUES
WIN MORE LISTINGS
MAKE MORE SALES
SAVE ON ESSENTIAL PRODUCTS
NETWORK WITH EXPERTS
PROTECT YOUR PROFESSION
and so much more!



FloridaRealtors®
The Voice for Real Estate® in Florida

Tech Support for Any Device— Seven Days a Week

*You can even get advice
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):

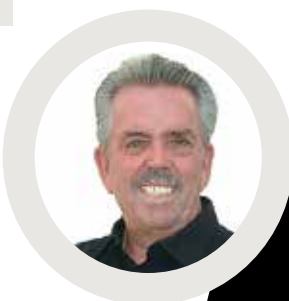
Monday - Friday: 9 a.m. - 8 p.m.

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



Access the Real Estate Forms You Need

>On Any Device

>Now Updated with
Responsive Design



Fill out contracts and forms, collaborate, manage and store transactions and use time-saving auto-population features to import MLS data. Plus, if you're a broker, you can review and approve agents' transactions and create brokerage-wide packages and clauses.

Get started by logging in at forms2.floridarealtors.org



Need support?

Call the Tech Helpline at 407.587.1450.



Learn more about this amazing member benefit at:
bit.ly/FormSimplicity

\$92 PER HOUR

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



\$72 PER YEAR

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Get Quick Access to Sound Legal Advice

Florida Realtors® Legal Hotline

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
www2.floridarealtors.org/SubmitYourLegalQuestion



Have a less pressing need for legal information?
Check www2.floridarealtors.org/law-ethics



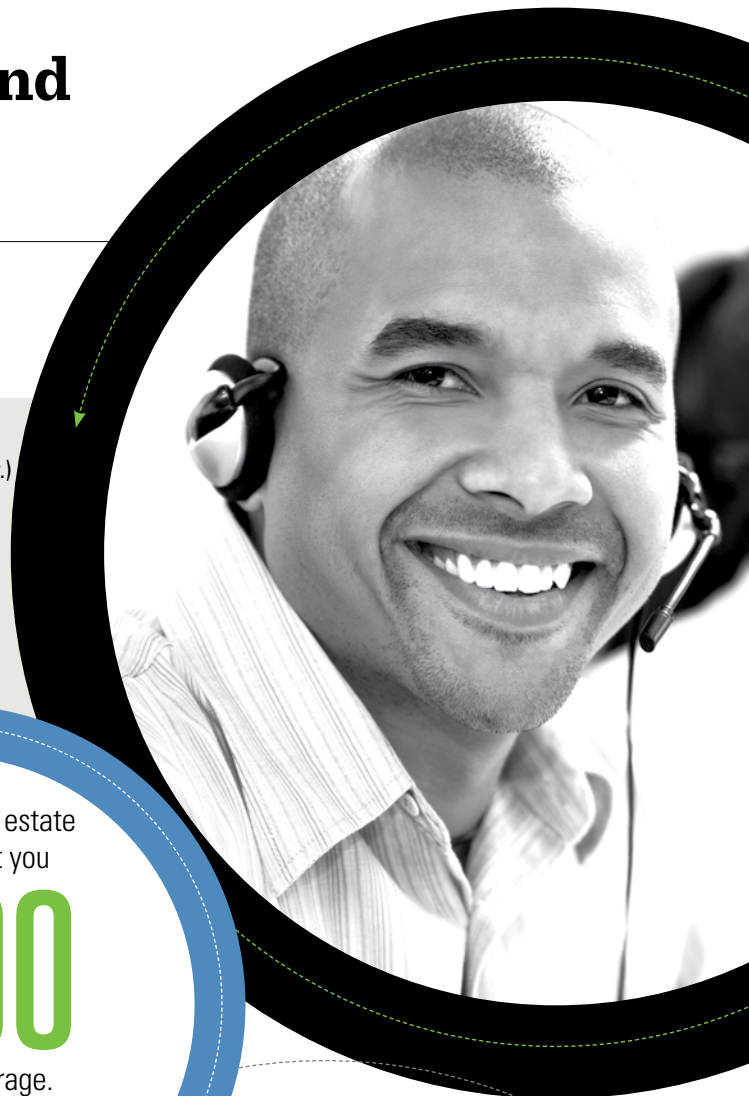
**LEGAL E-NEWS
DELIVERED
EVERY MONTH**

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.**

Making Your Voice Heard—Powerful Political Presence

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

Learn more at www2.floridarealtors.org/advocacy



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

Impress prospects and customers with the latest market data.

NEW!

Market Data is now
available down to the
ZIP CODE LEVEL.

FREE, accurate, comprehensive and current market reports from our Research team will position you as the market expert and help you sell more.

FLORIDA REALTORS® RESEARCH

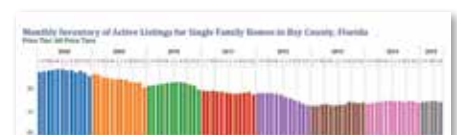
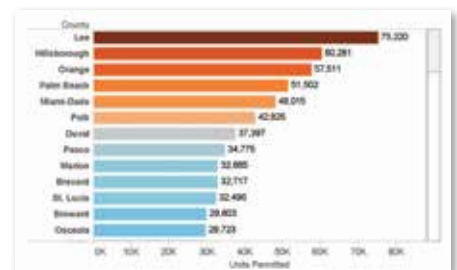
Bring Your “A” Game

- 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



Actual Reports

“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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SAVE UP TO 80% ON SUPPLIES

Need notecards to communicate with your sphere, or labels for your next mailing? Office Depot discounts those and more for members of Florida Realtors®. Shop online or print your savings card to use in store at officediscounts.org/fr



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With the Taxbot mileage and expense tracking app, you can record business expenses as they occur so you remember to deduct them at the end of the year. Easy to use. Secure. Syncs with accounting software.

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Are you looking for a less expensive way to market your business through email? Well now you can save 20% when you pre-pay for six months of Constant Contact's email program and 25% when you prepay for 12 months. Visit bit.ly/2HVT0BE to learn more and to try the software for free for 60 days.



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Take your business to the next level with sales, social media, technology and marketing training from The Paperless Agent. As a member of Florida Realtors®, you also automatically qualify for these special benefits:

- Discounts up to 50% on training & tools
- Free webinars filled with field-tested advice
- Free AgentID website to build your brand

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Don't waste money on scattershot social media ads. Use JustListed.Social and target the most qualified buyers and sellers in your area. JustListed.Social uses its proprietary Likely Mover Profile to find the right audience, sends them targeted Facebook ad campaigns, and notifies you instantly when someone clicks on your ads. And the whole program costs less than a standard postcard campaign. Visit justlisted.social/floridarealtors to learn more.



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Collect a completed rental application package for free in minutes. RentSpree streamlines the tenant screening process by providing you with a completed rental application and credit, criminal and eviction reports for each applicant. All you need is the applicant's email address, then applicants pay just a \$30 fee directly to RentSpree to apply. Visit floridarealtors.rentspree.com to learn more.



“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



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With BookingCommunity.com, you can get exclusive access to unpublished rates at over 800,000 hotels and 15,000 resorts worldwide. Because this is a member-only discount program, your rates can be up to 70% less than other sites offer. To learn more, go to floridarealtors.org/rewards.



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Looking for a simple way to track and engage with all your leads and customers? Try the Wise Agent customer relationship management platform and enjoy special pricing and a free 30-day trial. To learn more, go to WiseAgent.com/far



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2. Business Owner Policies
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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?

Trending Content to Share

From data-driven insights to top staging tips, Florida Realtors® offers **FREE** PDF infographics you can use in your newsletters, blogs, websites, listing presentations and social media.

Find these graphics at
www2.floridarealtors.org/ShareThis



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 www2.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 www2.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

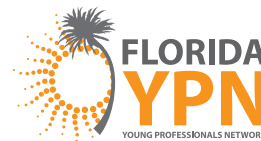
You never get a second chance to make a first impression, especially when you're talking to the media. Gain confidence and skills to communicate effectively with both the public and the news media in this intensive full-day training session.

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Every issue of Florida Realtor® magazine delivers leading industry information, updates on laws, market trends, expert sales and marketing techniques, top technology tips and much more. Watch for it in your mailbox.

Read it online at www2.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





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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.



Call a Realtor® – branded videos

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:

www2.floridarealtors.org/VideoLibrary



The Marketing & Branding Solutions You Need

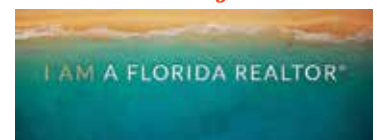
WE GET IT!

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

Free Legal Hotline – 407.438.1409

Free Tech Helpline – 407.587.1450

Form Simplicity – forms2.FloridaRealtors.org

MLS Advantage – www2.floridarealtors.org/MLS

Market Data – www2.floridarealtors.org/ResearchReports

Florida Realtor® Magazine – www2.floridarealtors.org/Magazine


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 floridarealtors.org

 **Tallahassee Office**
200 S. Monroe St.
Tallahassee, FL 32301

 850.224.1400



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social media.**



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