



FloridaRealtors®  
The Voice for Real Estate® in Florida

13  
DISTRICTS

51  
LOCAL BOARDS

146  
EMPLOYEES

1916  
BIRTH OF OUR  
ASSOCIATION



# FLORIDA

## Who We Are

We advance Florida's real estate industry by shaping public policy on real property issues; encouraging, promoting and teaching consistent standards for ethical practice and professionalism; and building on the efforts of local Boards/Associations to provide the information and tools members need to succeed.

# Realtors®



## Just The Facts

LEARN MORE ABOUT THE  
LARGEST STATE REALTOR®  
ORGANIZATION IN THE COUNTRY  
AT FLORIDAREALTORS.ORG

According to the 2023 Florida Member Profile, our membership has a median age of 60 years, and 61% of our members are women. In the first half of 2023, Realtors® closed over 200,000 sales surpassing \$106 BILLION in dollar volume

82% of our Realtor® members in Florida OWN THEIR PRIMARY RESIDENCE.

# 238,000 MEMBERS STRONG

Hometown Heroes Housing Program  
<https://floridarealtors.org/hometown-heroes>

First State Association to win the NAR  
Global Diamond Achievement Award

First State Association to roll out a Board  
Certified Endorsement - with 20 inaugural  
recipients

According to the "2022 Profile of International Transactions in Florida," there were \$15.3 billion in international sales in Florida. The largest share of foreign buyers (45%) were from the Latin America/Caribbean region. The top 5 countries of foreign buyers in Florida were: Canada, Colombia, Argentina, Brazil and Peru.

## Public Policy

- Created and then expanded new \$200 million Hometown Heroes Housing Program which helps first-time, income-qualified homebuyers afford a home in the community where they work
- Secured \$811 million for state and local housing programs this year, the largest investment in housing ever in state history
- Worked with lawmakers to successfully ban harmful rent control policies in Florida, and prevent local governments from passing burdensome, tenant-related ordinances that disrupt housing markets
- Successfully advocated for \$1.1 billion for projects to improve Florida's water quality and address pressing environmental issues

## Global

- Building strong global relationships for members is an ongoing priority
- 1 MOU signed - Brazil - COFECI
- 5 Trade missions/Expos: Dubai, UK, Canada, Spain and France
- Largest number of members and associations participating in trade missions in Global Business History

## Law & Policy

- Partner with Communications on the *Florida Realtors® Legal News* and contribute articles and FAQs for *Florida Realtor* magazine
- Legal Hotline fielded 38,000 inquiries in the first half of 2023
- Worked with Public Policy and outside legal counsel on Orange County rent control issue and vacation rental bans
- 60 Legal Updates and Leadership Training sessions presented at local boards and 35 Professional Standards training sessions
- Administered the Florida Realtors® Education Foundation (214 scholarships), Disaster Relief Fund (500+ applications for more than \$1.4 million), Realtors Relief Foundation Grant (nearly 400 applications after Hurricane Ian), Silent Angels and Homeownership For All programs

## Technology

- Trained more than 4,000 members on Form Simplicity, MLSAdvantage, and SunStats in the first half of 2023
- 43,000 members have used MLSAdvantage so far in 2023

**TECH HELPLINE** 17 States & 68 Local Associations  
**765,000 MEMBERS** In The U.S. & Canada  
**55K CASES SO FAR IN 2023**

**GRI 3,469 STUDENTS IN 2022**

**LEGAL HOTLINE OVER 76K CALLS A YEAR**

### — LEGISLATIVE ISSUES —

#### HOMETOWN DEMOCRACY DEFEATED

Defeated an amendment that would have hurt an already ailing economy and local governments over growth issues.

2012

#### CAPPED FEES

Passed the first-ever cap on community association fees for estoppel certificates.

2018

#### IMPROVING TRANSACTIONS

Created new remedies for open/expired permits and enabled the use of online remote notaries.

2020

#### SHIELDING REALTORS® FROM LAWSUITS

Passed a law that protects Realtors® from COVID-19-related lawsuits.

2022-23

2010

#### MORE MONEY IN YOUR POCKET

Repealed local business taxes saving sales associates \$3.8 million annually.

2017

#### PROTECTING COMMUNITIES

Successfully passed Amendment 2, saving property owners and their communities from a \$700 million-plus tax increase.

2019

#### COMMERCIAL LEASES MADE EASIER

Successfully eliminated the outdated Florida law that requires two people to witness the signing of leases longer than a year.

2021

#### HELPING FLORIDIANS LIVE LOCAL

Created Hometown Heroes Housing Program and passed the historic Live Local Act which helps people live where they work.

## Marketing & Communications

- floridarealtors.org: 3,331,812 views, 3,045,141 visitors so far this year
- Florida Realtors YouTube Channel: 56,775 views
- Florida Realtor Magazine won 9 awards from the Florida Magazine Association... Plus, earned Best Printed Magazine from the American Society of Association Executives
- Completed new video studio to spotlight you worldwide
- Completed, distributed Viewpoint Project: [floridarealtors.org/viewpoint](https://floridarealtors.org/viewpoint)

## Research

- Delivered nearly 30 presentations to member and stakeholder groups through July 2023
- Taught hundreds of members to master their market with SunStats. Earn **\*FREE\*** CE credit at the next event on Nov. 7

## Professional Development

- 2022 student participation (or registration) in education courses: 38,746
- 2022 total classes presented: 2,634
- Oversight of 183 vetted and approved faculty members and 140 CE classes, in addition to 22 GRI subjects
- Administrators of the Florida Realtor Board Certified Professionalism Endorsement

## Florida Realtors® PAC

Over 85,000 members contributed in 2022:

- 163 President's Circle
- 1,274 individual & corporate Major Investors
- Raised over \$6.393M to help protect private property rights
- All goals exceeded, with Florida Realtors achieving the Triple Crown!

Thousands of volunteers helped  
**CLEAN UP FLORIDA WATERS**  
<https://floridarealtors.org/watercleanup>

**FORM SIMPLICITY** 300,000 Realtors Served Nationwide  
**ALMOST 750K TRANSACTIONS SO FAR IN 2023**