

Media Memo



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The state's largest professional association

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Miami Realtor® to Be Installed as Vice President of Florida Realtors®

ORLANDO, Fla., December 2024 – Jorge Guerra Jr., broker with Real Estate Sales Force in Miami, will be installed in January as vice president of Florida Realtors®, the state's largest professional trade association with more than 238,000 members. "We have a dynamic leadership team that continues to make sure our members stay ahead of the curve as it relates to the real estate market, advocacy and emerging technology," he said.

Looking ahead to 2025, Guerra expects Florida to continue attracting global buyers and anticipates growth in the commercial sector. "Florida leads the nation in home sales, and when it comes to innovation, the world should be watching us as well," said Guerra, who is active in residential and commercial brokerage.

A leader in local, state and national real estate associations, Guerra is a member of the Miami Association of Realtors®, serving as its chairman in 2020. He is a former chair of the Miami Young Professional Network, and a former president of the Miami Residential Board. He has been a director for the state association and served as a global liaison for the National Association of Realtors®.

As vice president of the state association, Guerra will focus on helping Realtors® deliver the highest level of service to their clients and communities through information, advocacy and support programs. "Professional development, technology and community impact are the foundational initiatives that will carry us into 2025 and beyond," he said. "Additionally, diversity, equality and inclusion are essential to ensuring underrepresented voices in the industry also ascend to leadership roles."

Guerra added that Florida's Realtors are dedicated to supporting the state's housing market and protecting private property rights. "We're here to make a positive difference in our communities," he said. "We want to help ensure that fair housing, property rights and community development are safeguarded for years ahead."

Florida Realtors® serves as the voice for real estate in Florida. It provides programs, services, continuing education, research and legislative representation to 238,000 members in 51 boards/ associations. Florida Realtors® Newsroom website is available at <http://floridarealtors.org/newsroom>.

