

Media Memo



<http://media.floridarealtors.org>

The state's largest professional association

For more information contact: Marla Martin, Senior Media Relations and Communications Manager, or Jeff Zipper, Senior Vice President of Communications, 407.438.1400, ext. 2326 or 2314

St. Petersburg Realtor® to Be Installed as District Vice President of Florida Realtors®

ORLANDO, Fla., December 2024 – Manuela Hendrickson, broker-owner of Global Lifestyle Realty, LLC, in St. Petersburg, will be installed in January as District 6 vice president of Florida Realtors®, the state's largest professional trade association. She will serve her fellow professionals in District 6, which encompasses Hillsborough, Pinellas and Pasco counties.

“The coming year will be challenging, particularly in Pinellas, which was significantly impacted by two hurricanes,” said Hendrickson, who is active in residential brokerage. “Our focus will be on guiding our customers and the community as they make informed choices about relocating or rebuilding.”

Hendrickson is a member of Pinellas Realtor® Organization, serving as president in 2022. She has also been a director of the state association and served on various leadership, global and business-related committees.

As district vice president for the state association, Hendrickson will focus on supporting Realtors® through education, advocacy and service programs. “A knowledgeable Realtor® is a valuable Realtor® and one who will thrive no matter what comes our way,” she said. “Our members bring their negotiating skills and expertise and connect consumers with a vast network of professionals who can help them.”

Throughout the district, Realtors® are actively involved in civic organizations, while supporting the state's housing market and protecting private property rights, said Hendrickson. “I don't know another profession that volunteers or genuinely cares more about their community than Realtors®.”

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

P.O. Box 725025
Orlando, FL 32872-5025
407.438.1400



REALTOR® is a registered collective membership mark which may be used only by real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS® and subscribe to its strict Code of Ethics.