



FloridaRealtors®
The Voice for Real Estate® in Florida

13

DISTRICTS

51

LOCAL BOARDS

143

EMPLOYEES

1916

BIRTH OF OUR
ASSOCIATION



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.

FLORIDA

Realtors®



Just The Facts

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

Membership data as of April 2022 reveals **58%** of our membership is female and averages **50** years old with **6.5** years of experience. Throughout 2022, Realtors® closed nearly **430,000** sales surpassing **\$220 BILLION** in dollar volume.

83% 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**

According to NAR's "2021 Profile of International Residential Transactions in Florida," there were \$12.3 billion in international sales in Florida. The largest fraction of foreign buyers (46%) were from Latin America and the Caribbean. The top 5 countries of foreign buyers in Florida were: Canada, Argentina, Colombia, Brazil and Venezuela.

Public Policy

- Established new \$100 million Hometown Heroes Housing Program which helps professionals like firefighters, law enforcement, teachers, nurses and others buy a home
- Secured \$262 million for existing state affordable housing programs which provide housing assistance to low-income Floridians
- Passed legislation intended to help curb rising property insurance costs statewide
- Successfully advocated for \$1.6 billion for projects to improve Florida's water quality and address pressing environmental issues

Research

- Produced thousands of statistical reports for Florida's counties, cities, ZIP Codes and legislative districts
- Delivered over 60 presentations to member and stakeholder groups throughout 2022
- Taught hundreds of members to master their market with SunStats. Quarterly events for ***FREE*** CE credit will be held in 2023

Law & Policy

- Partnered with Communications on the *Florida Realtors® Legal News* and contributed articles and FAQs for *Florida Realtor* magazine
- Handled more than 76,000 Legal Hotline calls in 2022
- Worked with Public Policy and outside legal counsel on Orange County rent control issue
- 60 Legal Updates and Leadership Training sessions presented at local boards and 35 Professional Standards training sessions
- Administered the Florida Realtors® Education Foundation (221 scholarships), Disaster Relief Fund (more than 400 applications), Silent Angels and Homeownership For All programs

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!

TECH HELPLINE 17 States & 60 Local Associations
735,000 MEMBERS In The U.S. & Canada
OVER 98K CASES IN 2022

GRI 3,469 STUDENTS IN 2022

LEGAL HOTLINE 76K+ INQUIRIES IN 2022

— 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 cases.

2022

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 HOMETOWN HEROES

Created new Hometown Heroes Housing Program that helps frontline workers with down payments and closing costs.

Marketing & Communications

- Produced First-Person Disaster Relief Video Series
- Partnering with Legal: Code of Ethics Video Series
- Won NAR C2EX Challenge
- floridarealtors.org: 6,695,643 page views in 2022
- Florida Realtors YouTube Channel: 110,000 views/6,200 hours of watch time in 2022
- Producing personal Major Investor PAC videos

Technology

- Trained more than 8,000 members on Form Simplicity, MLSAdvantage, and SunStats at 250 training sessions in 2022
- MLSAdvantage was used by more than 62,000 members, logging in more than 900,000 times in 2022

Global

- Building strong global relationships for members is an ongoing priority
- 2 MOU signings - Mexico and Barbados Associations
- 17 stops by air, car and train promoting "Building Up the Business"
- 4 Trade missions: Dubai, UK, Germany and Spain
- 2 National Honorable mention Ragan awards received for DEI (Diversity Equity and Inclusion)
- Earned the 2022 NAR Diamond Achievement Award. First state association in the nation to receive this prestigious award

Professional Development

- 2022 student participation (or registration) in education courses: 38,746
- 2022 total classes presented: 2,634

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

FORM SIMPLICITY More Than 350K Realtors Served Nationwide
MORE THAN 1.5 MILLION TRANSACTIONS IN 2022