



FloridaRealtors®
The Voice for Real Estate® in Florida

13

DISTRICTS

51

LOCAL BOARDS

133

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
2ND LARGEST STATE REALTOR® ORGANIZATION IN THE COUNTRY
AT FLORIDAREALTORS.ORG

Membership data as of April 2020 reveals **57%** of our membership is female and averages **51** years old with **10** years experience. In the first half of 2020, Realtors® closed nearly **191,000** sales with over **\$64.6 BILLION** in dollar volume.

80% of our Realtor® members in Florida OWN THEIR PRIMARY RESIDENCE.

195,000

MEMBERS STRONG

floridarealtors.org
5,119,592 PAGE VIEWS
Over 1.5 MILLION users so far in 2020



According to NAR's "2020 International Transactions in U.S. Residential Real Estate," Florida is the Number 1 destination for foreign buyers. Nationally, the foreign buyer median purchase price is \$314,600 (compared to \$274,600 for all U.S. existing homes sold).

Public Policy

- Successfully advocated for over \$625M for projects that will improve Florida's water quality; including better water quality standards through septic system mitigation and increased civil penalties for wastewater dumping into open water bodies
- Updated laws to no longer require subscribing witnesses on commercial leases (leases longer than one year)
- Passed legislation intended to curb the abuse towards Emotional Support Animal Certificates
- Supported legislation to eliminate discriminatory restrictive covenants

Law & Policy

- Legal Newsletter published, distributed to all members bi-weekly; contributed articles and FAQs for the monthly *Florida Realtor* magazine
- Received more than 38,000 Legal Hotline calls in the first half of 2020
- Created a two-hour C.E. course on Top 10 Legal Hotline Questions
- Conducted over 50 legal updates and Professional Standards training sessions at local boards
- Administered the Silent Angels, Education Foundation and Disaster Relief Fund programs. Awarded assistance for medical needs, storm damage and 132 students received college scholarships

Global

- Building strong global relationships for members is an ongoing priority
- Florida Realtors was the first state to join the Confederación Inmobiliaria Latinoamericana (CILA), which includes 19 Latin America countries' real estate associations with 1M real estate professionals
- Hosted first virtual Inbound Trade Mission with The Toronto Regional Real Estate Board (TRREB) and the Canadian Real Estate Association (CREA) with over 800 participants
- Hosted and live-streamed virtual Global Business and Diversity Breakout, "Celebrating Your Roots Growing Your Future," with 2-time Emmy winner Billy Dec

Marketing & Communications

- The Coronavirus Information Center on floridarealtors.org has been a go-to since March with over 1M views. Infographics have been picked up 100k times and videos have 70k views
- "Celebrating the Realtor Heart" Photo Exhibit won 2 National Awards
- *Florida Realtor* magazine won Best Overall Design (FMA)
- Named Best PR Team (Ragan Communications)
- New Strategic Plan unanimously approved

TECH HELPLINE 16 States & 66 Local Associations
In The U.S. & Canada
640,000 MEMBERS 60K CASES SO FAR IN 2020

GRI 2,259 STUDENTS IN 2020

LEGAL HOTLINE OVER 70K CALLS A YEAR

COMMERCIAL BROKERS GET PAID

Passage of two commercial real estate lien acts ensure brokers don't have to renegotiate their commissions at closing.

2010

MORE MONEY IN YOUR POCKET
Repealed local business taxes saving sales associates \$3.8 million annually.

2014

BIGGERT-WATERS CALMED
Stabilized the Florida real estate market by containing rampant flood insurance increases.

CAPPED FEES

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

2018

CUT TAXES
Passed a second consecutive cut to the Business Rent Tax, totaling \$93 million over two years.

ASSIGNMENT OF BENEFITS

Reformed Assignment of Benefits practices to stop abuses that drive up insurance premiums.

2020

WATER QUALITY
Over \$625 million appropriated for water quality and environmental protection, for the second consecutive year.

— LEGISLATIVE ISSUES —

2005

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

2012

2017

2019

Florida Realtors® PAC

- Over 61,000 members contributed to Florida Realtors® PAC in 2019
- 106 Hall of Fame members
- 858 Major Investors in 2019
- Raised nearly \$4.5M to help protect private property rights

Technology

- Trained more than 9,000 members virtually on Form Simplicity, MLSAdvantage and SunStats in the first half of 2020
- More than 33,000 members have used MLSAdvantage through the first half of 2020

Professional Development

- 2020 student participation (or registration) in education courses: 13,827
- 2020 total classes presented: 1,250

Research

- Provide statistical reports for Florida's counties, cities, ZIP Codes and legislative districts
- SunStats – an interactive way to look at the data and become your market's expert
- Surveyed members to discover leadership trends focusing on women in real estate

LAUNCHED NEW VERSION OF FORM SIMPLICITY

780K TRANSACTIONS IN THE FIRST HALF OF 2020 More Than 280K Realtors Served Nationwide

2020 VIRTUAL CONVENTION

MOST registrations ever
DOZENS of educators