



FloridaRealtors®
The Voice for Real Estate® in Florida

13
DISTRICTS

54
LOCAL BOARDS

OVER
130
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

In 2017, 61% of our membership was female and averaged 53 years old. Members had an average of 8 years experience and completed 11 transactions. They closed nearly 400,000 sales with over \$114 BILLION in dollar volume.

75% of our Realtor® members in Florida OWN THEIR PRIMARY RESIDENCE.

180,000 MEMBERS STRONG IN 2018

floridarealtors.org
6,413,859 PAGE VIEWS
1.1 Million Users in 2017



According to NAR's Profile of International Residential Real Estate Activity in Florida there were \$24.2 billion in international sales in 2017. The largest fraction of foreign buyers (34%) were from Latin America and the Caribbean. The top 5 countries of foreign buyers in Florida were: Canada, Brazil, United Kingdom, Venezuela, and Argentina.

Public Policy

The 2017 Legislative session:

- Capped estoppel certificate fees
- Created the first cut to the business rent tax
- Funded affordable housing at highest level in a decade
- Put permanent 10% cap on annual increases on non-homestead property taxes on 2018 ballot

Plus, we flew in top brokers to attend policy meetings in D.C., a double win for Florida Realtors®. We delivered the collective voices of top brokers and, second, served as facilitator for these prestigious partners.

Law & Policy

- Partnering with Communications on bi-monthly Legal Newsletter
- Answered more than 65,000 Legal Hotline calls
- Made 51 visits to local boards
- Visits range from legal updates to professional standards training

Marketing & Communications

- Launched new branding Initiative: “Call A Realtor®” campaign
- Florida Realtor magazine earned seven Florida Magazine Association awards
- Florida Realtors® earned four printing awards
- Relaunch of floridarealtors.org will feature statewide calendar
- Also more user-friendly and mobile responsive

Global

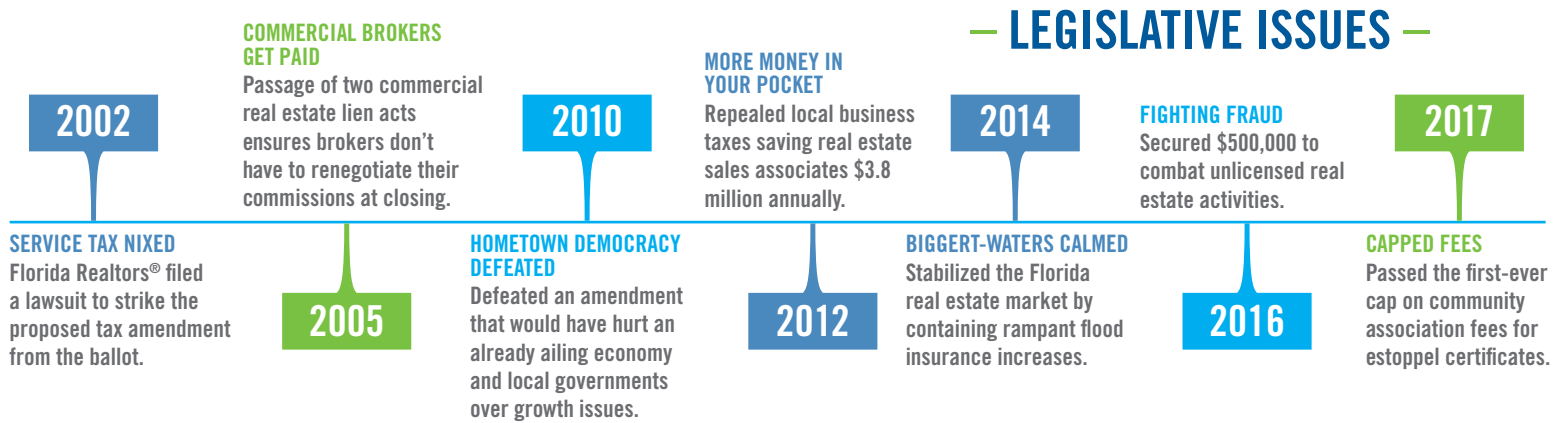
- MIPIM is one of the top international investment shows, with 23,000 delegates, including 5,000 investors from 90 countries. As part of the largest U.S. booth, we spotlighted Florida as the global icon.

Professional Development

- Year-to-date participation (or registration) in education courses is up 3,000 students
- GRI participation alone is up 1,000 students

TECH HELPLINE 16 States & 70 Local Associations
In The U.S. & Canada
550,000 MEMBERS OVER 100K CALLS A YEAR

GRI UP 1,000 STUDENTS IN 2017
LEGAL HOTLINE Over 65K Calls A Year



Florida Realtors® PAC

- Nearly 53,000 members have contributed to Florida Realtors® PAC in 2017
- 60 Hall of Fame members
- Florida had the most NAR Hall of Fame inductees in nation this year

Research

- Our Research Department provides statistical reports for Florida's counties, cities, ZIP Codes and legislative districts
- We provide the data. You become your market's expert.

Technology

The Tech Helpline added North Carolina and Louisiana to bring state clients to 16. Add 70 local associations and the Tech Helpline serves more than half a million Realtors®! This year, more than 200,000 Form Simplicity members served across the country will create 7 million transactions.

FORM SIMPLICITY More Than 200K Members Served Nationwide
7,000,000 TRANSACTIONS PREDICTED THIS YEAR

