



FloridaRealtors®  
The Voice for Real Estate® in Florida

13

DISTRICTS

52

LOCAL BOARDS

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

Membership data as of April 2018 reveals **58%** of our membership is female and averages **50** years old with **9** years experience. Throughout 2018, Realtors® closed nearly **408,000** sales with over **\$126.5 BILLION** in dollar volume.

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

# 187,000

MEMBERS  
STRONG  
IN 2018

floridarealtors.org  
**6,245,926** PAGE VIEWS  
Over 1.1 Million Users in 2018



According to NAR's 2018 Profile of International Residential Real Estate Activity in Florida there were \$22.9 billion in international sales in Florida. **The largest fraction of foreign buyers (36%) were from Latin America and the Caribbean.** The top 5 countries of foreign buyers in Florida were: Canada, Brazil, Venezuela, United Kingdom and Colombia.

## Law & Policy

- Partnered with Communications on a bi-monthly Legal Newsletter, and contributed articles and FAQs for the monthly *Florida Realtor* magazine
- Fielded over 70,000 Legal Hotline inquiries in 2018
- Conducted 53 legal updates and leadership training sessions at local boards
- Administered the Silent Angels, Education Foundation and Disaster Relief Fund programs, and assisted nearly 700 applicants with medical crises, scholarships, and hurricane damage

## Florida Realtors® PAC

- Nearly 54,000 members contributed to Florida Realtors® PAC in 2018
- 72 Hall of Fame members
- Led successful efforts to pass Amendment 2, saving property owners from an estimated \$700 million property tax increase
- Helped 91 percent of Realtor-backed candidates win their elections
- Raised nearly \$4 million to help protect private property rights

## Public Policy

- Saved business owners \$93 million over two years with a second straight cut to the Business Rent Tax
- Successfully advocated for \$400 million for water quality projects such as Everglades restoration, beach renourishment and springs protection
- Achieved \$500,000 in funding to combat unlicensed real estate activity
- Delivered the collective voices of top brokers and business owners in Florida to policy meetings in Tallahassee

## Marketing & Communications

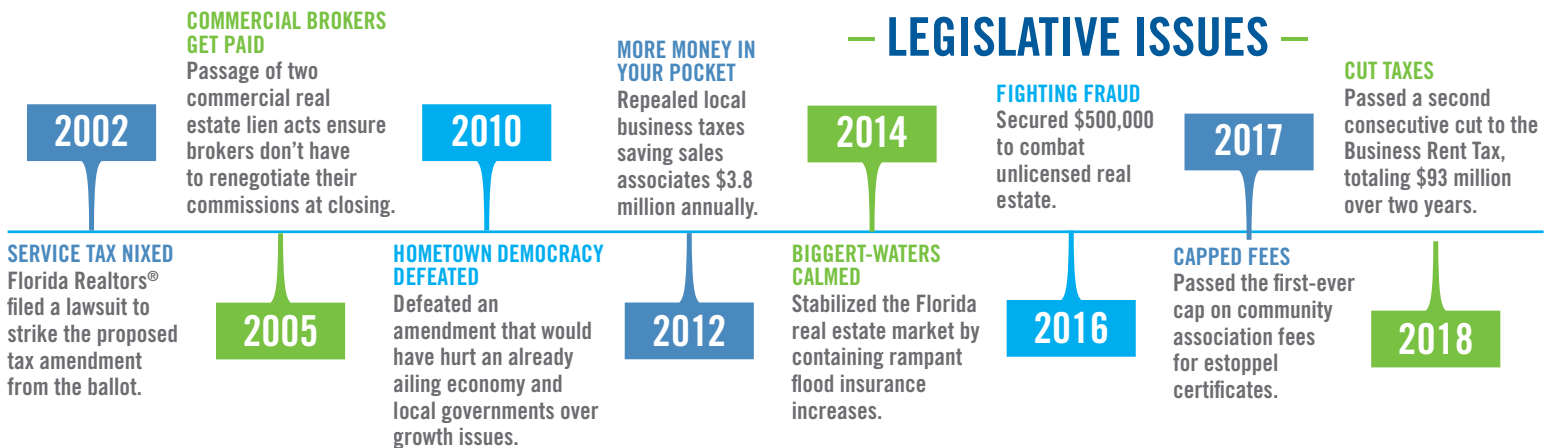
- Reached 500,000 video views
- *Florida Realtor* magazine earned 10 Florida Magazine Association awards (most ever)
- Relaunch of [floridarealtors.org](http://floridarealtors.org) will feature statewide calendar, also more user-friendly and mobile responsive

## Research

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

**TECH HELPLINE** 16 States & 65 Local Associations  
In The U.S. & Canada  
**600,000 MEMBERS** OVER 117K CASES IN 2018

**GRI 7,279 STUDENTS IN 2018**  
**LEGAL HOTLINE** Over 70K Calls A Year



## Global

- Building strong global relationships for members is an ongoing priority
- Signed cooperative agreements with 7 leading international real estate groups from Canada, Germany, France (3) Belgium and Panama
- Received NAR's Platinum Global Achievement Award for the second year in a row

## Professional Development

- 2018 student participation (or registration) in education courses was up 41% over 2017 and number of courses was up 28%
- GRI student participation up 18% over 2017 and number of courses up 32%

## Technology

Trained more than 5,500 members on Form Simplicity and MLS Advantage at more than 330 training sessions in 2018. MLS Advantage was used by more than 46,000 members, logging in 500,000 times in 2018.

**FORM SIMPLICITY** More Than 200K Members Served Nationwide  
**MORE THAN 1.6 MILLION TRANSACTIONS** in 2018

