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.

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 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.

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

2018 Annual Convention & Trade Show
THOUSANDS of attendees
HUNDREDS of vendors
DOZENS of educators