

*The* **FLORIDA REALTORS<sup>®</sup>**  
**ADVANTAGE**



**FloridaRealtors<sup>®</sup>**  
The Voice for Real Estate<sup>®</sup> in Florida



*Exclusive, No-Cost & Low-Cost*

**TOOLS TO GROW  
YOUR BUSINESS**

*Your Florida Realtors<sup>®</sup> membership delivers in so many ways...*

# 50 WAYS MEMBERSHIP PAYS

FIX TECH PROBLEMS  
SOLVE LEGAL ISSUES  
WIN MORE LISTINGS  
MAKE MORE SALES  
SAVE ON ESSENTIAL PRODUCTS  
NETWORK WITH EXPERTS  
PROTECT YOUR PROFESSION  
*and so much more!*



FloridaRealtors®  
The Voice for Real Estate® in Florida



# Tech Support for Any Device— Seven Days a Week

*You can even get advice  
on what to buy next.*



Imagine it's 6 p.m. on Thursday. You're working on a purchase agreement and your computer screen goes to black. What do you do? Call the Tech Helpline!

Our tech support experts provide assistance via phone, online chat and email. With your permission, they can even connect remotely to your computer to fix it so you can get back to business.



**CALL: 407.587.1450**

**HOURS (EASTERN):**

Monday - Friday: 9 a.m. - 8 p.m.

Saturday - Sunday: 9 a.m. - 5 p.m.

“*I am very pleased we have the Tech Helpline. Without it, many of us would have to go to the repair shop or access help online. We don't always have that luxury in the middle of a listing or contract negotiation.*”

—GEORGE MORGAN, SALES ASSOCIATE



## Access the Real Estate Forms You Need

> **On Any Device**  
> **No Matter Where You Are**



Fill out and print contracts and forms, collaborate, manage and store transactions and use time-saving auto-population features to import MLS data. Plus, if you're a broker, you can review and approve agents' transactions and create brokerage-wide packages and clauses.

**Get started** by logging in at [forms.floridarealtors.org](https://forms.floridarealtors.org)



**Need support?**

Call the Tech Helpline at 407.587.1450.



**Learn more about this amazing member benefit at:**

[floridarealtors.org/ToolsAndSupport/FormSimplicity](https://floridarealtors.org/ToolsAndSupport/FormSimplicity)

**\$92** PER HOUR

the average cost for tech support. **As a member of Florida Realtors®, you get tech advice FREE.**



**\$72** PER YEAR

Are you a power user of Form Simplicity? Upgrade to the Ultimate Edition and get unlimited eSign and document storage.

# Get Quick Access to Sound Legal Advice

Florida Realtors® Legal Hotline

Stay on the right side of the law by calling Florida Realtors® attorneys who can educate you on a broad range of legal issues in real estate. And all the advice is **FREE**.



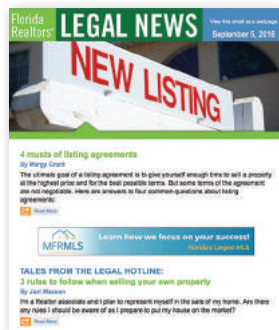
**CALL** 407.438.1409 weekdays between 9 a.m. and 4:45 p.m. (Have your Florida Real Estate Commission license number handy.)



**Submit questions online** at [floridarealtors.org/LegalCenter](http://floridarealtors.org/LegalCenter) and an attorney will call you back.



**Have a less pressing need for legal information?** Check [floridarealtors.org/LegalCenter/AskAnAttorney](http://floridarealtors.org/LegalCenter/AskAnAttorney) or search [floridarealtors.org/MediaLibrary](http://floridarealtors.org/MediaLibrary)



**LEGAL E-NEWS  
DELIVERED 2X  
EACH MONTH**

Consulting a real estate attorney will cost you

# \$200

per hour, on average.

**As a member of Florida Realtors®, you get advice for FREE.**

*A few legislative victories:*

- ★ **STABILIZED FLOOD INSURANCE SO FLORIDA RESIDENTS CAN PROTECT THEIR MOST VALUABLE POSSESSIONS.**
- ★ Capped estoppel certificate fees, saving home sellers hundreds of dollars.
- ★ **REDUCED THE BUSINESS RENT TAX, SAVING SMALL BUSINESSES \$60 MILLION.**
- ★ **Defeated a sales tax on Realtor® commissions that would have cost you \$2,300 per year.**

## Making Your Voice Heard— Powerful Political Presence

Through lobbying by the Public Policy Office in Tallahassee and through support of candidates who believe in homeownership and the profession, Florida Realtors® protects property rights, removes barriers to homeownership and ensures your ability to conduct business.

Learn more at [floridarealtors.org/legislativecenter](http://floridarealtors.org/legislativecenter)



**FLORIDA REALTORS® PAC**  
Invest In Your Profession

# Be the Go-To Realtor<sup>®</sup> in Your Market

Impress prospects and customers with the latest market data.

**NEW!**

Market Data is now available down to the **ZIP CODE LEVEL.**

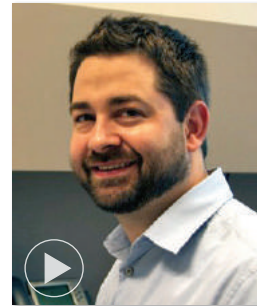
**FREE**, accurate, comprehensive and current market reports from our Research team will position you as the market expert and help you sell more.

## FLORIDA REALTORS<sup>®</sup> RESEARCH

### Bring Your “A” Game

- Use exclusive local market reports in listing presentations.
- Analyze your market in a minute with our interactive graphics tool.
- Update your audience on market trends with talking points from Research’s monthly *Market Watch* videos.

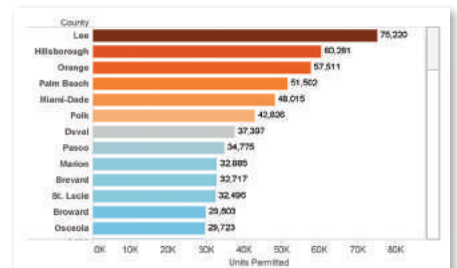
### Monthly Market Watch Videos



Dr. Brad O'Connor, Chief Economist



“Florida Realtors Research & Statistics and Market Watch reports allow me to be an expert in any zip code, any region, any neighborhood. If you are not using them, you’re leaving money on the table. If THAT doesn’t resonate with you, then I don’t know what else will.— NEAL OATES, BROKER/OWNER



### Actual Reports



# Save thousands on the products

## SAVE UP TO 80% ON SUPPLIES

Need notecards to communicate with your sphere, or labels for your next mailing? Office Depot discounts those and more for members of Florida Realtors®. Shop online or print your savings card to use in store at [officediscounts.org/fr](http://officediscounts.org/fr)



## EXPENSES & TAXES SIMPLIFIED

With the Taxbot mileage and expense tracking app, you can record business expenses as they occur so you remember to deduct them at the end of the year. Easy to use. Secure. Syncs with accounting software.

Get the app PLUS **FREE** tax advice by going to [fl.taxbot.com](http://fl.taxbot.com)



## EXCLUSIVE 5% DISCOUNT ON HOME DEPOT GIFT CARDS

From closing gifts and open-house raffles to referral appreciation and employee acknowledgement, a Home Depot Gift Card is the ultimate gift. And now when you buy these cards through the Florida Realtors program, you can save 5% on every purchase. Visit [floridatrealtors.org/rewards](http://floridatrealtors.org/rewards) to log in as a member and take advantage of this offer.



## BUILD YOUR SKILLS & CLOSE MORE LISTINGS

Take your business to the next level with sales, social media, technology and marketing training from The Paperless Agent. As a member of Florida Realtors®, you also automatically qualify for these special benefits:

- Discounts up to 50% on training & tools
- Free webinars filled with field-tested advice
- Free AgentID website to build your brand

Claim your free website and learn more at [thepaperlessagent.com/far](http://thepaperlessagent.com/far)



**Paperless Agent™**

*It's more than training, it's a lifestyle.*

## MANAGE YOUR SPHERE WITH AN AUTOMATED CRM

Looking for a simple way to track and engage with all your leads and customers? Try the Wise Agent customer relationship management platform and enjoy special pricing and a free 30-day trial. To learn more, go to [WiseAgent.com/far](http://WiseAgent.com/far)



## PROTECT YOUR IDENTITY

Iris Identity Protection helps protect your personal data from fraud, and if you do become a victim of identity theft, its specialists will work to correct the problem. Save 30%. [bit.ly/IrisIdentityProtection](http://bit.ly/IrisIdentityProtection)



## FREE TENANT SCREENINGS

Collect a completed rental application package for free in minutes. RentSpree streamlines the tenant screening process by providing you with a completed rental application and credit, criminal and eviction reports for each applicant. All you need is the applicant's email address, then applicants pay just a \$30 fee directly to RentSpree to apply. Visit [floridarealtors.rentspree.com](http://floridarealtors.rentspree.com) to learn more.



“Spanning 40 years of selling real estate, my business has used 10-15 of these service providers through my membership. Do the math on savings! Thank you, Florida Realtors®!” —TIM KINZLER, SALES ASSOCIATE



# and services you use every day.

## PROTECT YOUR BUSINESS AND YOURSELF

Now you can turn to RealCare for insurance coverage in all these areas:

1. Errors & Omissions
2. Business Owner Policies
3. Cyber Liability
4. Accidents
5. Critical Illness
6. Disability
7. Hospital Confinement

To learn more, visit [floridarealtors.org/businessinsurance](http://floridarealtors.org/businessinsurance)



## CHEAPER CAR RENTALS

Cut your rental rate as much as 20% and earn points toward free car rental days when you use Hertz's special Florida Realtors Business Rewards discount code – 2142019. You'll also be eligible for specials and get free access to the Hertz Gold Plus Rewards program that lets you to skip the counter at pick up and drop off. To take advantage of rental discounts, go to [floridarealtors.org/Hertz](http://floridarealtors.org/Hertz)



## SAVE UP TO 70% ON HOTELS

With BookingCommunity.com, you can get exclusive access to unpublished rates at over 800,000 hotels and 15,000 resorts worldwide. Because this is a member-only discount program, your rates can be up to 70% less than other sites offer. To learn more, go to [floridarealtors.org/rewards](http://floridarealtors.org/rewards).



## GET CONNECTED

Monthly promotions and special seasonal sales with Florida Realtors® Rewards Partners can save you even more.



*Plus*

SEE A FULL LIST OF DISCOUNTS AT  
[FLORIDAREALTORS.ORG/REWARDS1](http://FLORIDAREALTORS.ORG/REWARDS1)



**TIME & MONEY** *Save Both!*

Join thousands of your colleagues TODAY and SAVE BIG on everyday expenses.

# Expert Coaching From Industry Leaders



Imagine having **FREE** access to a library packed with hundreds of 5-minute how-to videos filled with ideas and coaching from successful Realtors®.

**Well, you do** at [floridarealtors.org/Take5](http://floridarealtors.org/Take5)



**TAKE 5 TOPICS**

- How can I jumpstart my real estate business?
- Need low-budget marketing ideas with high-dollar results?
- HOW CAN I MASTER THE LEAD INTAKE PROCESS AND SECURE THAT LISTING?

## Trending Content to Share

From data-driven insights to top staging tips, Florida Realtors® offers **FREE** PDF infographics you can use in your newsletters, blogs, websites, listing presentations and social media.

Find these graphics at [floridarealtors.org/Magazine](http://floridarealtors.org/Magazine)

**10X**  
New infographics are available in the back of each new issue of Florida Realtor® magazine and online.

## MLSAdvantage™

Where Realtors® in Florida Share Listings

### Share MLS listings statewide

MLSAdvantage allows participating boards and members to share listings across the state. With a single search, you can find all listings from participating MLS boards that match your parameters. You also can easily transfer the data to contracts in Form Simplicity.

Contact your local board to find out if it participates in MLSAdvantage or visit [floridarealtors.org/MLS](http://floridarealtors.org/MLS)

### Internet Data Exchange (IDX)

Commonly known as broker reciprocity, IDX allows MLS participants to display a large number of listings on each other's websites, and the lead-tracking tools improve your ability to make first contact with potential buyers.

Learn more at [floridarealtors.org/IDX](http://floridarealtors.org/IDX)



# Education is power. **GROW. LEARN. EARN.**



Gain in-depth market knowledge, increase proficiency and enhance business success with the prestigious Graduate, Realtor® Institute designation. Classes are held at your local association and in a convenient, at-your-own-pace online format.

“*Florida Realtors® sets an incredibly high bar for education. The instructors are given unbelievable tools, ideas and goals so the programs offer not only quality material but quality delivery.*” —PATTI KETCHAM, BROKER/OWNER



**\$27,000+**

Realtors® with a Graduate, Realtor® Institute designation earn more, on average.

For full information about online courses and courses near you, visit [floridarealtors.org/education](http://floridarealtors.org/education)



## Leadership Academy

Maximize your potential in this program designed to identify emerging leaders. Expand your leadership skills and make a difference by getting involved at the local, state and national level.

@ Learn more and apply at [floridarealtors.org/Leadership-Academy](http://floridarealtors.org/Leadership-Academy)

## Spokesperson Issues Training

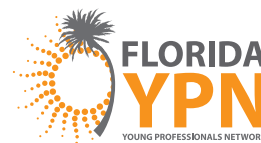
You never get a second chance to make a first impression, especially when you're talking to the media. Gain confidence and skills to communicate effectively with both the public and the news media in this intensive full-day training session.

@ Learn more at [floridarealtors.org/Spokesperson](http://floridarealtors.org/Spokesperson)

## Online Continuing Ed – CE Express

Pick up three hours of core law or get 14 hours of CE courses and renew your license... on your schedule.

@ Visit [floridarealtors.theceshop.com](http://floridarealtors.theceshop.com) to learn more.



Accelerate your career with the tools and encouragement needed to become a leader in real estate.

@ Visit [floridarealtors.org/YPN](http://floridarealtors.org/YPN) to learn more.

## Simulcast Continuing Ed Courses

Convenient. Cooperative. Check with your local association for availability.

@ Visit [floridarealtors.org/Education/Education-Calendar.cfm](http://floridarealtors.org/Education/Education-Calendar.cfm)

OVER 125 AWARDS!

# The #1 Tool To Make More Sales

## Florida Realtor® Magazine

Every issue of Florida Realtor® magazine delivers leading industry information, updates on laws, market trends, expert sales and marketing techniques, top technology tips and much more. Watch for it in your mailbox.

Read it online at [floridarealtors.org/Magazine](http://floridarealtors.org/Magazine)

“*I absolutely LOVE this magazine and highly recommend it to my 150 agents. The valuable information keeps us up to date on technology, trends, industry changes, new marketing ideas, law and ethics changes and much more. This is the best magazine ALL Realtors® should read every month!*” — MARTHA POMARES, BROKER



## Florida Realtors® News

Brought to you five days a week, this email news service keeps you informed on the latest real estate news, market trends, home sales statistics, legal updates, contracts, disclosures and more.

Email [support@floridarealtors.org](mailto:support@floridarealtors.org) to sign up for Florida Realtors® News.

*Set up a direct feed of Florida Realtors® News on your website. Learn more at [floridarealtors.org/rss.cfm](http://floridarealtors.org/rss.cfm)*



### New Website Coming in 2019!

#### floridarealtors.org

- Enhanced search
- Mobile-friendly design
- Personalization
- Statewide calendar

## Florida Realtors® Convention & Trade Expo

### THRIVE every year in a rapidly-shifting marketplace.

Learn the latest strategies for success from top real estate producers.

- Discover business and technology tools that save you time and money.
- Enjoy more than 30 skill-building education sessions.
- Network with thousands of Realtors®.
- Meet nearly 200 industry suppliers whose business is to elevate yours.

@ Visit [convention.floridarealtors.org](http://convention.floridarealtors.org) to learn more.

“*I'm all about education. I've always found the annual Florida Realtors® Convention classes to be invaluable.*”  
— JAN BRUZAS, SALES ASSOCIATE

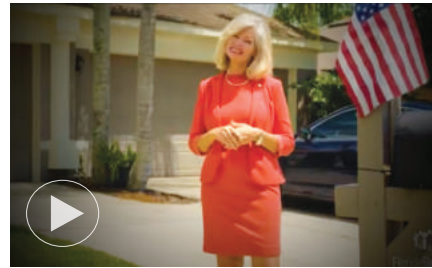




Florida Living Network®

**Showcase Your Brand on a FREE Website**

Did you know that you can promote yourself on a **FREE** webpage on Florida Realtors®’ consumer website, Florida Living Network? Just search for yourself at [floralivingnetwork.com](http://floralivingnetwork.com). Click on View Details > Personal Profile to log in and customize the content, language and look of your page.



**Call a Realtor® – branded videos**

No one knows your local housing market better than you, but do your customers fully understand the value and advantage of working with a Realtor®?

Florida Realtors® has created the “Call a Realtor®” campaign, complete with ready-to-share videos to help you educate and inform potential customers. Embed these on your website, share on social media and use in email campaigns.



**Explore the video library here:**

[floridarealtors.org/MediaLibrary/Call-a-Realtor-Campaign.cfm](http://floridarealtors.org/MediaLibrary/Call-a-Realtor-Campaign.cfm)



**The Marketing & Branding Solutions You Need**

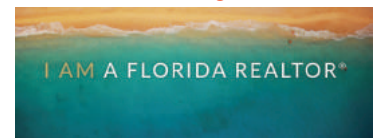
**WE GET IT!**

Producing all the graphics you need for direct mail, email, listing presentations, social media and website marketing is time consuming. Florida Realtors® is ready to help. We now offer free, Realtor®–branded and customizable templates you can use to print or share online.

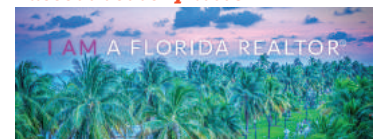
*Social media graphics*



*Consistent branding*



*Facebook cover photos*





**Our #1 Goal**

# YOUR SUCCESS IS OUR BUSINESS

For more than 100 years, Florida Realtors® has been dedicated to helping you **THRIVE** as a Realtor®. New services are added every year so you can grow, learn and earn more.



## QUICK CONTACT LIST

**Free Legal Hotline** – 407.438.1409

**Free Tech Helpline** – 407.587.1450

**Form Simplicity** – [forms.floridarealtors.org](http://forms.floridarealtors.org)

**MLS Advantage** – [mlsadvantage.floridarealtors.org](http://mlsadvantage.floridarealtors.org)

**Market Data** – [floridarealtors.org/Research](http://floridarealtors.org/Research)

**Florida Realtor® Magazine** – [floridarealtors.org/Magazine](http://floridarealtors.org/Magazine)


**Educational & Certification Opportunities** – [floridarealtors.org/Education](http://floridarealtors.org/Education)

**Special Networking Meetings** – [floridarealtors.org/Events](http://floridarealtors.org/Events)

**Political Advocacy** – [pac.floridarealtors.org](http://pac.floridarealtors.org)


**Media** – [media.floridarealtors.org](http://media.floridarealtors.org)

**Discounts** – [floridarealtors.org/Rewards1](http://floridarealtors.org/Rewards1)

 Orlando Office  
7025 Augusta National Drive  
Orlando, FL 32822

 407.438.1400

 [floridarealtors.org](http://floridarealtors.org)

 Tallahassee Office  
200 S. Monroe St.  
Tallahassee, FL 32301

 850.224.1400



**FloridaRealtors®**  
The Voice for Real Estate® in Florida

**Connect with us on  
social media.**



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[floridarealtors.org/twitter](http://floridarealtors.org/twitter)  
[floridarealtors.org/youtube](http://floridarealtors.org/youtube)  
[floridarealtors.org/linkedin](http://floridarealtors.org/linkedin)