



RPCRA
ROYAL PALM COAST REALTOR® ASSOCIATION

SOUTHWEST FLORIDA



MY BENEFITS

Embrace the power of Association Membership



ROYAL PALM COAST REALTOR® ASSOCIATION

Your membership in the Royal Palm Coast Realtor® Association (RPCRA) makes a powerful statement about you. It shows customers, real estate professionals and industry-related professionals your commitment to the real estate industry. Membership identifies you as a Realtor® who is serious about their profession as well as purposeful about staying informed, educated and involved. When you become a Royal Palm Coast Realtor® Association member, you join Realtors® across the country, and in Florida, speaking with one strong voice on behalf of your profession and your customers. At RPCRA we are committed to providing the most valuable member programs and delivering benefits that focus on and directly impact real estate professionals professionalism and profitability.

MISSION

The Royal Palm Coast Realtor® Association exists to advance the success of its Realtor® members; advocate for homeownership and property rights; elevate the skills and competencies of Realtors®; encourage, procure, and precipitate innovation; further civic and community engagement; and enable Members to provide a superior consumer experience.

IMPORTANT CONTACTS

Association

 association@rpcra.org

Accounting

 accounting@rpcra.org

Education

 education@rpcra.org

Marketing

 marketing@rpcra.org

Membership


 membership@rpcra.org

MLS

 mls@rpcra.org

ASSOCIATION OFFICE HOURS

8:30 a.m. - 5:00 p.m.

 239-936-3537

GET IN TOUCH!



RPCRA.org



[RoyalPalmCoastRealtorAssociation](https://www.facebook.com/RoyalPalmCoastRealtorAssociation)



[@RoyalPalmCoastRealtors](https://www.instagram.com/@RoyalPalmCoastRealtors)



[Royal Palm Coast Realtor Association](https://www.youtube.com/RoyalPalmCoastRealtorAssociation)

CUBICASA

FLOOR PLANS MADE EASY

Beautiful white labeled listing floor plans for your real estate marketing. Skip the pen and paper, and save hours of manual work!

DOTLOOP

INTUITIVE REAL ESTATE TRANSACTION MANAGEMENT SOFTWARE

A real estate transaction management solution that brings people and software together to save time and create a delightful customer experience. From your basic eSign needs with audit trails to closing deals on the spot with in-person signing.

ONEHOME

DO MORE WITH VIRTUAL COLLABORATION

OneHome™ simplifies the process with an A.I. enabled portal. It empowers you and your client through virtual collaboration, intuitively matches homebuyers with their dream home, and provides secure access to accurate property listings. Powered by CoreLogic's comprehensive property data intelligence, OneHome connects homebuyers, agents and sellers like never before.

RESTB.AI

AI LISTING DESCRIPTIONS

If you've ever uploaded a listing to an MLS, you're aware of the 100's of listing fields you need to review and complete. While this can be time consuming, it's also a critical component of providing the cleanest and most accurate property dataset. By leveraging the listing details and the visual insights from property photos, our cutting-edge AI technology swiftly generates unique and captivating real estate listing descriptions. Within seconds, it crafts intricate and imaginative content, allowing agents to speed up the listing creation process. Different style options are available for agents to create descriptions that match their particular brand, all while the AI ensures the generated remarks remain FHA-compliant.

FOREWARN

REAL TIME IDENTITY INFORMATION IN THE PALM OF YOUR HAND

FOREWARN puts the power of knowledge into a real estate professional's hands by delivering instant identity information in an easy-to-use mobile app or desktop interface. FOREWARN is powered by leading-edge, AI/ML-driven technology and a massive data repository covering nearly 100% of the U.S. adult population. Using as little as an incoming phone number, FOREWARN can instantly verify identity, criminal history, property and vehicle ownership, financial data, additional phone numbers and address history.

CARTOFRONT

LIVE ESTIMATING FOR PUBLIC & PRIVATE FLOOD INSURANCE QUOTES ON MLS

As a free, easy-to-use tool that is integrated directly within every MLS listing, CartoFront offers near- instantaneous flood insurance estimates for Realtor® members and their clients. With a click of the CartoFront "raindrop" from within any Single Family Residential, Condo, and Townhome listing, Royal Palm Coast Realtor® Association members will receive a directionally accurate flood zone determination and estimated public (FEMA) and private flood insurance options.

MARKET TRENDS

MLS STATISTICAL REPORTS

These reports contain statistical information generated from data in the MLS.
www.rpcra.org



AGENT 3000

MARKETING /LEAD GENERATION

This is an exclusive marketing suite to give you a competitive advantage. Produce several new reports, deliver Area Sales Comparisons that you can post to Facebook, create custom flyers to use with an Info Box on the property, create custom flyers to promote an Open House, create property websites, sign rider graphics, QR Codes, track leads and much, much more! www.agent3000.com, Login: [MLS Credentials](#)

BROKER COMMAND

BROKER MANAGEMENT

Use Broker Command for efficient brokerage management. Spend less and do more than ever before with our new tool for Broker-Managers. Brokers can view critical data from the MLS to stay ahead of market trends and easily monitor and track their office performance and agents' progress and profitability by using the Broker Command, a customized tool developed for Broker-Managers by the Association. Broker Command is a great new analytical tool for brokers. It helps brokers run their business better. Access to this tool will boost your productivity. www.brokercommand.com, Login: [MLS Credentials](#)

SHOWINGTIME

MANAGE SHOWING APPOINTMENTS

ShowingTime is the leading showing software and market stats service provider for the residential real estate industry. ShowingTime products automate the showing scheduling and management process for MLSs, associations, offices and agents; simplify the report generating process using MLS data; and deliver buyer leads generated from real estate websites.

OFFER MANAGER

ENHANCED COMMUNICATION BETWEEN AGENTS

Offer Manager, an additional feature from ShowingTime, enhances communication among agents throughout the offer process. This feature significantly elevates efficiency and communication in a vital aspect of real estate workflow. Moreover, it contributes to heightened industry professionalism and equips agents with the tools to better serve their clients. Its flexibility ensures compatibility with all buyer and listing agents, irrespective of their individual communication styles or electronic form providers.

MATRIX MLS

MULTIPLE LISTING PLATFORM

Developed for the ultimate in control, Matrix boasts powerful administrative functionality that gives the multiple listing organization control over all aspects of the system. From searches and displays to reports and statistics, Matrix provides board staff with a comprehensive management toolset. www.rpcra.org, Login: [MLS Credentials](#)

MLS-TOUCH

MLS-TOUCH MOBILE APP

Available in the iTunes App Store and the Google Play Store, MLS-Touch is exclusive to real estate professionals, and allows you to quickly access all active, pending, expired and sold listings directly on your phone or tablet. Search for listings by map, access live market stats, share listings with your clients by email or text and more. Download the MLS-Touch App at the App Store or Google Play Store.



LISTTRAC

WEEKLY ONLINE ACTIVITY ANALYTICS

ListTrac provides online activity reporting for real estate brokers and agents offering unbiased, actionable marketing intelligence in one place to help guide listing campaigns. Brokers, agents, and MLS executives can keep a pulse on the performance of their listings with metrics including listing views, leads, shares, and favorites captured from major portals, broker sites, and MLS systems while keeping sellers informed with a weekly report showing how their listing is performing online.

REALIST

PROPERTY DATA SEARCH ENGINE INTEGRATED IN THE MLS SYSTEM

Realist® from CoreLogic® is a public record database that seamlessly integrates with any web based multiple listing service (MLS) system to provide in-depth property and ownership data, market information, street and aerial maps, as well as market trends to its users. Realist enhances the capabilities of your MLS system - giving the real estate professionals who rely on your system a data centric, easy to use resource that increases their competitive advantage.

RPR

COMPREHENSIVE DATA, POWERFUL ANALYTICS, AND DYNAMIC REPORTS

Whether in your office or on the go, RPR provides easy access to detailed property and market information, leaving you at the center of the transaction...right where you belong. RPR is not just for agents; it is an invaluable tool for brokers, owners, managers and companies. The RPR Broker Tool Sets provides valuable tools focused on the support, promotion and market value of RPR. For agents, brokers, appraisers, commercial agents and brokers, link directly from the MLS.

RENTSPREE

VIRAL, MOBILE MARKETING FOR BROKERAGES AND AGENTS

RentSpree's integration helps deploy technology to agents up to 3x faster than others by offering an array of simple integration options to collect a rental application and screen for future tenants.

- Efficient turn-around time for credit, criminal, and eviction reports (including identity verification) all from TransUnion.
- 24/7 access - reports can be run any time any day.
- Application fees are paid directly on the RentSpree site, which means no need to handle cash or credit card info.
- You can use the same application for multiple properties as the property address does not appear on the application.
- Soft-credit inquiry does not damage credit scores or leave a mark on reports.

SUPRA

SHOWING ALERTS, MOBILE PRODUCTIVITY TOOLS, AND LISTING ACTIVITY REPORTS

The latest Supra keybox, iBox™ BT LE, adds Bluetooth® Low Energy technology and communicates with newer smartphones without any additional hardware. A data record is created when a lockbox is opened, and the eKEY™ application on the smartphone immediately transmits that information to the Supra database so real estate agents can obtain real-time information about showings. Client questions can be answered quickly, and feedback from showing agents can be gathered while information is fresh in the showing agent's and client's minds. www.supraweb.suprakim.com

COMMERCIAL PROPERTY SEARCH

MOODY'S CATYLIST TECHNOLOGY COMMERCIAL EXCHANGE/ COMMERCIAL LISTING PLATFORM / COMMERCIAL

An exclusive network of commercial professionals, including brokers, investors, appraisers, and economic developers across the country. Membership includes access to our database of sale/lease listings, plus tools for email communication, listing syndication, reporting, and more. *NOT A FREE SERVICE*

RPR COMMERCIAL

COMPREHENSIVE DATA CLIENTS REQUIRE, ALL IN ONE PLACE, JUST FOR REALTORS®/COMMERCIAL

Your one-stop-shop for comprehensive market data, allowing Realtors® specializing in commercial properties to save time and money. View demographic information overlaid in your defined area of interest, allowing you to see locations of interest with the highest concentration of the indicator. Select points of interest (POI) and examine sales volume and number of employees for businesses.

REMINE

LEAD GENERATION AND MAP SEARCH MLS PLATFORM

Remine is a full MLS solution that reimagines the digital real estate journey. With every product line and platform feature, Remine is dedicated to being the flexible partner to the real estate community. Our trainers and account managers take the time to get to know you and your needs, because no two clients are alike. Intuitive in use, elegant in design, and powerful in practice. Remine has been designed and built as a modular MLS platform. Each component performs as a powerful stand-alone solution that elevates specific areas of MLS functionality.

MY UNDERCOVER AGENT

SAVE TIME WITH THIS CUSTOMER SERVICE DATABASE

My Undercover Agent is designed to make you the information superhero of your market and help you recover more than 40 hours per month of your precious time. If it's true that knowledge is power, then it doesn't get any better than that! Let My Undercover Agent do the heavy lifting for you so you can be the superhero.

DOMUS

CUSTOM MARKET ANALYTICS

In today's competitive market, it's essential for Realtors® to show the value they bring to every transaction through subject matter expertise. Your knowledge needs to be a mile wide and at least a foot deep. And that's a lot. Let us make your job easier. Domus Analytics dashboards are the most powerful, accurate and easy to use market stats tools available today. We do all the heavy lifting so that you can quickly zero in on your client's concerns, and be the expert they need.

REALTOR® STORE

REALTOR® PRODUCTS

Standardized Maps, books, signs, Supra™ Lockboxes, brochure holders, safety items, closing gifts and many more items are available at the lowest possible cost to our members.



IDX + TRESTLE WEBSITES

SPECIAL PRICING IDX WEBSITES FOR YOU

From Progress Technologies, Realtor® solutions feature tools and a platform to launch your online marketing efforts. All websites are built on the “buddy” platform and work exceptionally well in all search engines and mobile devices. Affiliate Special Pricing - Call (239) 985-0335.

DIRECT AXESS - We know you are busy, so we setup the entire site, including the Lead Capture Forms so you “hit the ground running”. You can then add as much content as you want or just use the website the way it is. (Affiliate) Special Pricing— Call (239) 728-1152.

Matrix MLS - Subscriber and participants webpage included in your MLS annual fee

Trestle - trestle.corelogic.com

LISTHUB

SYNDICATION

The Broker in charge for each office can register online at no cost to use the service.

Broker Choice: The broker chooses the publisher sites, lead management settings, and where to drive consumer traffic according to the company’s business rules, all from one platform.

Accuracy: ListHub pulls the most up -to-date listing information and distributes according to the registered broker’s settings.

Automation: As new listings are added to the MLS, or as existing listings are updated, ListHub distributes the new and updated information automatically, ensuring that the broker’s online marketing is MLS-ACCURATE.

How To: <https://www.listhub.com/mls-overview.html> or call (239) 936-3537 ext.242

THE IMLS

INTERNATIONAL LISTING, NETWORKING AND MARKETING

The International MLS [IMLS]® is a global portal and products platform serving agents, brokers, MLSs, associations, developers, buyers, and sellers around the world. The IMLS has listings in 100+ countries available in 100+ languages and enables agents to have all listings for their own websites. The IMLS empowers all agents and brokers to display international property listings knowing that commissions can be made on any sale generated by their own IMLS search through referral agreements with other agents around the world and now has 325,000+ members. More information can be found on www.TheIMLS.com.

MFA

MULTI-FACTOR AUTHENTICATION TO ACCESS MLS

When logging into your Member Portal, you'll experience an added layer of protection through our authentication process. This includes sending a one-time code to your phone number or email, ensuring that only you can access the MLS. This enhanced security measure is designed to prevent hacking attempts, which have unfortunately affected MLS systems in the past, causing member access to be down for as long as 12 weeks. By implementing this process, we aim to protect your business and keep you connected to the resources you need.

MLS SUPPORT

MATRIX SUPPORT

Matrix Support Call Center: Matrix Tech Support: (888) 457-7637



EDUCATION

PROFESSIONAL DEVELOPMENT

We offer many opportunities for continuing education and instruction on real estate training for the new and seasoned practitioner, through both classroom taught and web-based classes. Earn a designation or certification, or apply to the NAR Academy at Columbia College in partnership with the National Association of Realtors®. Our 800+ hours of courses cover a broad range of topics so you can focus on the specializations that make sense for your market and your interests. Connect with your peers as you learn through our scheduled education programs, presentations, Lunch & Learns, and NAR designation/certification classes. dashboardmls.com

PROFESSIONAL STANDARDS

PROFESSIONAL STANDARDS

As civil litigation becomes increasingly costly, time consuming, and burdensome, there has been a trend among private parties to settle disputes and conflicting claims through alternative means.

ETHICS

The Royal Palm Coast Realtor® Association Professional Standards Department offers its members and their clients a vehicle to economically expedite ethics complaints and/ or arbitration requests without going to court. Ethics complaints brought before a local association give those parties involved an opportunity to be further educated about the Code, and Realtors® are judged by their peers as opposed to others who may be far less familiar with the practices and customs of the real estate industry.

MEDIATION

As we have seen an overly-high success rate in resolving commission disputes through mediation, any arbitration request filed at the Royal Palm Coast Realtor® Association and approved by our Grievance Committee will have a mediation scheduled. If mediation is not successful, an arbitration hearing will then be scheduled.

ARBITRATION

According to Section 44 of the National Association of Realtors® Code of Ethics and Arbitration Manual, an arbitrable matter exists when there is a monetary dispute between two managing brokers of two separate offices as it relates to co-op commissions. By becoming and remaining a member of the Royal Palm Coast Realtor® Association, every member agrees to submit to arbitration by the Board's facilities as defined in Article 17 of the Code of Ethics.

OMBUDSMEN

The ombudsman's role is primarily one of communication and conciliation, not adjudication. Ombudsmen do not determine whether ethics violations have occurred, rather they anticipate, identify and resolve misunderstandings and disagreements before matters evolve into disputes and possible charges of unethical conduct.

REAL ESTATE ADVOCACY

Our Public Policy Committee provides guidance for the Association's lobbying efforts in front of local, state, and federal lawmakers. Legislative summaries serve as a blueprint for policy positions by the Association that will enhance and support Realtors®, while opposing policies or regulations that hinder the economic growth of the community. Creating a business-friendly community will be an incentive for corporations to relocate and expand here, buy and lease commercial space and create jobs. With job certainty, families are more likely to buy a home and invest in our communities. Equally important, housing is a crucial component of the state's economy.

PUBLIC POLICY



ASSOCIATION BENEFITS

REALTOR® POLITICAL ACTION COMMITTEE (RPAC)

WHAT IS THE REALTOR® PARTY?

The Realtor® Party is a powerful alliance of Realtors® and Realtor® associations working to protect and promote homeownership and property investment. The Realtor® Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment.

The Realtor® Party is effective at all levels of government because of its grassroots strength. That strength is exhibited in advocacy as well as community involvement. The Realtor® Party works hand in hand with the Realtors® Political Action Committee (RPAC).

Political Advocacy: As the largest trade association in the U.S., the National Association of Realtors® (NAR) advocates daily on behalf of the nation's more than one million Realtors®. NAR is considered one of the most effective advocacy groups in the country.

Federal Advocacy: NAR advocates for federal policy initiatives that strengthen the ability of Americans to own, buy, and sell real property.

State and Local Advocacy: Florida Realtors® advocates for policy initiatives that not only strengthen the ability of Floridians to own, buy, and sell real property but also for you, the real estate professional. Florida Realtors® monitors legislative and regulatory activities by the Department of Business and Professional Regulation as well as the Florida Legislature for any action that may affect your license or the way you do business.

RPAC & GRASSROOTS ADVOCACY: A WINNING COMBINATION

Since 1969, the Realtors® Political Action Committee (RPAC) has promoted the election of pro-Realtor® candidates across the United States. The purpose of RPAC is clear: Realtors® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from voluntary contributions made by Realtors® who understand the importance of campaign fundraising to politics. RPAC does not buy votes. RPAC enables Realtors® at all levels of government to support real estate related issues and candidates that support the issues that are important to our profession and livelihood.

HOW CAN YOU PARTICIPATE?

Each Realtor® member is encouraged to donate their "fair share" to RPAC. Currently, the fair share amount is \$20.00. No matter the size of your contribution, your participation sends a strong message to our elected officials. It lets them know that Realtors® are willing to put their financial resources on the line and take action to protect the dream of homeownership and the real estate profession! Realtors® can donate during the annual dues billing cycle, by contacting our Director of Public Policy, Kevin Besserer at kevin@rpcra.org or visiting floridarealtors.org/invest. RPCRA hosts several RPAC fundraising events throughout the year.

MAJOR INVESTOR PROGRAMS

Individual RPAC Major Investors: Consisting of an elite and passionate group of Realtors® who shape the political future of the real estate industry. Major Investors are eligible to participate in the RPAC Recognition Program, with specific benefits and accolades.

The President's Circle: An influential group of Realtors® who invest directly to Realtor® friendly candidates. The President's Circle program allows Realtors® to grab Washington's attention.

Corporate RPAC Major Investors: Consisting of allied corporate partners who help strengthen and support our industry. Members of the RPAC Corporate Investor Program participate in the Corporate Ally Program.

RPAC Hall of Fame: The Hall of Fame recognizes members whose RPAC investments total an aggregate lifetime amount of at least \$25,000, including President's Circle donations. New members are installed at the Realtor® Party Convention each year in Washington, D.C.

COMMUNITY OUTREACH/NETWORKING

EVENTS/NETWORKING

Whether it is an after hours social or a seminar, you have the opportunity to meet great industry-related, business-minded people face-to-face. While online social networking has brought a whole new dynamic to building relationships, it is still missing the high-touch interaction which can never be replaced. If you just set a goal of going to one event a week and connecting with 10 people per event, you have personally grown your network by 520 people over the course of a year.

CRISIS FOUNDATION

ASSOCIATION ASSISTANCE

The Royal Palm Coast Realtor® Association has formed a charitable foundation to assist its members. This is a separate non-profit corporation. The purpose of the foundation is to offer temporary assistance to dues-paying primary members and affiliates and/or immediate family who are facing financial hardship and/or personal crisis, due to their own or their immediate family members' catastrophic event, life threatening illness or injury. Each application is treated confidentially. The trustees of the Foundation sign a confidentiality agreement.

REALTORS® CARE FOUNDATION

REALTORS® CARE FOUNDATION OF SOUTHWEST FLORIDA

The Realtors® Care Foundation is a public facing organization founded by the Board of the Royal Palm Coast Realtor® Association to help homeowners in Southwest Florida who are victims of hurricanes, natural disasters, and financial hardships and need assistance with their homes. For an application and more information visit: rpcra.org

WEBSITE

RPCRA.ORG

RPCRA.org serves as the central hub for real estate professionals, providing essential resources, education, and networking opportunities. It aims to support our members by offering access to industry-leading training programs, market insights, and legislative updates crucial for navigating the dynamic real estate landscape. Through our platform, members can connect, collaborate, and stay informed about the latest industry trends and best practices. The website serves as a gateway for prospective members, offering detailed information about membership benefits and the application process.

GLOBAL

Royal Palm Coast Realtor® Association earned the National Association of Realtors® Global Business Council Achievement Program Gold Award. RPCRA Global Business Council (GBC) provides members business tools to help globalize their business through networking events, trade missions, and courses. These initiatives help to educate and inform members about the issues that impact international buyers and sellers.

COMMERCIAL

Commercial real estate is everywhere: your local coffee shop, industrial park, downtown main street, and even the office where you work. RPCRA.org equips commercial practitioners with a comprehensive suite of resources to deliver exceptional services to their clients and excel in their profession.

CONSUMER

Consumers are enabled to register and take advantage of all this site has to offer. Saving their favorite listings and searches and even receiving free email updates when listings come on the market! Lead generation for you. Includes "Find a Realtor®" and "Find a Business Partner."

AFFILIATES

AFFILIATE BUSINESS PARTNERS

Affiliate membership with RPCRA offers unique chances to connect with a diverse network of real estate professionals and showcase products/services to a targeted audience. Joining RPCRA opens avenues for strategic partnerships and business expansion. Whether you're a mortgage lender, home inspector, or technology provider, affiliation with RPCRA offers unparalleled visibility within the real estate community. Through sponsorship opportunities, networking events, and marketing platforms, Affiliate Business Partner can effectively engage with Realtors® and position themselves as trusted partners in the industry.





FloridaRealtors®

The Voice for Real Estate® in Florida

LOCATIONS

Florida Realtors® Headquarters

7025 Augusta National Drive
Orlando, FL 32822

 407-438-1400

Florida Realtors® Office of Public Policy

Florida Realtors® PAC

200 S. Monroe Street
Tallahassee, FL 32301-1824

 850-224-1400

GET IN TOUCH!



[FloridaRealtors.org](https://www.FloridaRealtors.org)



[Florida Realtors](https://www.facebook.com/FloridaRealtors)



[@TheFloridaRealtors](https://www.instagram.com/TheFloridaRealtors)



[Florida Realtors Youtube](https://www.youtube.com/FloridaRealtors)



TECHNOLOGY

TECH SERVICES

Technology and good business go hand in hand. The free Tech Helpline, Form Simplicity, MLSAdvantage and IDX are at your fingertips. Tech Helpline: Monday - Friday from 9 a.m. - 8 p.m. and on Saturdays from 9 a.m. - 5 p.m. Just call (407) 587-1450 and have your membership information handy (either your FREC license number or NRDS number).

Form Simplicity Florida Realtors® Form Simplicity is a web-based forms management tool offered as a free member benefit. It offers unique auto-population features such as MLS import, pre-populated forms packages, synchronization features, a suite of broker tools and secure online storage.

www.discover.formsimplicity.com/florida/

MLSAdvantage The MLSAdvantage service allows participants to have mutual access to available listings in all those MLS's. With a single search you can find all listings that match your search parameters from MLS's across the state. Property information from listings can be auto-populated from MLSAdvantage directly into your contracts in Form Simplicity. This valuable search tool is only available to members of subscribing associations and MLS's, so call your local Association to-day to start saving money.

www.floridarealtors.org/tools-research/mls-advantage

Internet Data Exchange (IDX) Internet Data Exchange or IDX is also referred to as Broker Reciprocity. IDX allows brokerage firms that are in the MLS to display each other's listings on their own internet websites.

IDX lead tracking tools improve your ability to obtain and maintain first contact with future buyers. <http://www.floridarealtors.org/ToolsAndSupport/IDX/index.cfm>

Florida Living Network® Did you know that you have a free web page on Florida Realtors'® consumer website, Florida Living Network®? Use it today to boost business! The benefits of using this free page are numerous: You control the design, the content and the links on your site, as well as which market areas to feature; which language to speak and which market specializations you want to list — giving the consumer even more of a reason to use you! Community information and Florida property listings (in nearly 30 languages) round out this public site.

<http://www.floridarealtors.org/ToolsAndSupport/Technology-Services.cfm>

EDUCATION

EDUCATION

We believe that the more you learn, the more you earn. That's why we sponsor GRI courses, continuing education classes, the annual Convention & Trade Expo, and more.

Courses Find a GRI course or CE Express class that fits your schedule. Learn more about specialty training education. Courses can be taken online or with a live instructor. For more information about the courses, contact the Florida Realtors® Professional Development department at (407) 438-1400. **Instructor Training** Florida Realtors® offers an annual training workshop for prospective and current instructors and facilitators. Enhance your presentation skills by learning the tricks of the trade to keep all your students awake at the same time!



REALTOR® PARTY

PUBLIC POLICY COMMITTEE

Your legislative interests are protected by Florida Realtors® full-time lobbyists and political experts in Tallahassee. Legislation affecting the rights of Realtors® and the real estate interests of the public is closely scrutinized. We review more than 2,600 bills a year. Based on the Legislative Committee's decisions and Florida Realtors® policies, lobbyists and Realtor® Key Contacts work for passage of beneficial bills and the defeat of detrimental ones. At the political end, candidates receptive to issues of concern to Realtors® are identified and supported through many political programs. Florida Realtors® also offers political training sessions. Legislative Session Updates During the session, Florida Realtors® connects you with the daily actions in Tallahassee. Track bills, contact lawmakers, read legislative updates and more throughout the legislative session. Issues Mobilization One of the best ways to gain influence and affect policymaking is to generate public support. Issues Mobilization is a public advocacy program designed to rally support and raise funds for or against a particular issue. Each Board or Association will be able to access funds to help mount local campaigns based on the amount of their Florida Realtors® PAC contributions.

Florida Realtors® PAC: The Florida Realtors® PAC uses voluntary contributions from Association members to help support the election campaigns of qualified political candidates that are in favor of protecting private property rights and the free enterprise system. Florida Realtors® also provides on-site fund-raising training to local Boards and Associations.

MARKET DATA

HOUSING MARKET RESEARCH

The Industry and Data Analysis Department (IDA) provides statistics and economic reports that help members understand the housing market by the numbers – and position Florida Realtors® as the voice for real estate in Florida. Services include a monthly Market Watch video, the latest monthly housing sales data, timely research reports, and the latest new, and cool tool to create individualized reports: Interactive Graphics.

MAGAZINE

FLORIDA REALTOR® MAGAZINE

This multi-award-winning print and digital publication keeps you informed on the latest news, products and services available to REALTORS®. The magazine subscription is a free member benefit.

LEGAL SERVICES

LEGAL HOTLINE

Legal Hotline Talk isn't cheap. After all, if you had to hire an attorney every time you had a legal question, it would cost you big bucks. But for the price of a phone call, you can speak to one of the Florida Realtors'® attorneys on the Legal Hotline. (407) 438-1409 between the hours of 9 a.m. - 5 p.m., Monday through Friday.

The phone call is free with the Florida Realtors® Legal Hotline. You can call direct or send in a legal question via email. Other legal services include real estate business forms, the Legal Action Fund and Legal Center webinars.

www.floridarealtors.org/law-ethics

COMMUNICATIONS

COMMUNICATIONS

Daily, weekly, monthly – look for news, business tips and market updates at floridarealtors.org and Florida Realtors News®. Do you prefer video? Check out the "Take 5" series and learn from Florida's Realtors® who share their expertise. These are just some of the member services produced by your Communications Team. Connect socially, too! Join our Facebook, Twitter, LinkedIn and YouTube.

www.floridarealtors.org



BUSINESS DISCOUNTS



REALTOR® TAX MENTORSHIP PROGRAM

Midas IQ offers a tax mentorship program to Realtors®. The program is designed to save small business owners \$10,000 on their taxes next year. Midas IQ founder Sandy Botkin, a former IRS tax attorney, hosts free webinars sharing his “insider knowledge.”
www.midasiq.com/aftrial?oprid



PUT MARKETING ON AUTO PILOT

The Paperless Agent is dedicated to helping Florida Realtors® build thriving careers through technology and training. As a member of Florida Realtors®, you get access to ongoing live training from industry experts, guides, and tools for FREE! Florida Realtors® can also try Paperless Agent's all-in-one marketing platform, Marketing Club, for just \$1 (and pick up \$100s in free bonuses when you do!)
www.thepaperlessagent.com/florida



SAVE MONEY ON UPS EXPRESS DELIVERIES

Make the most of your Florida Realtors® membership and save with discounts on UPS® shipping. Florida Realtors® now have access to new and improved flat rate pricing with savings of 50% on Domestic Next Day/Deferred, 30% on Ground Commercial/Residential and up to 50% on additional services. Savings cover air, international, ground and freight services. To enroll and start saving today, visit savewithups.com/far or call (800) MEMBERS (800-636-2377), Monday - Friday, 8 a.m. - 5 p.m.



SAVE TIME AND MONEY ON SUPPLIES

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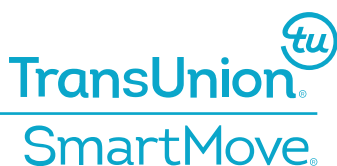
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COUNSELOR OF REAL ESTATE®/CRE®

The CRE® is an organization of commercial property experts worldwide who provide seasoned, objective advice on real property and land-related matters. Only 1,100 professionals from all disciplines of real estate, academia and government hold the CRE credential. Membership is selective and extended by invitation, although commercial real estate practitioners with 10 years of proven experience may apply.

info@cre.org | (312) 329-8427



GENERAL ACCREDITED APPRAISER/GAA

For general appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements and is supported by the National Association of REALTORS®.

appraisal@nar.realtor | (800) 874-6500 ext. 8268



NAR'S GREEN DESIGNATION/GREEN

Through NAR's GREEN Designation, the GREEN REsource Council provides ongoing education, resources and tools to help real estate practitioners find, understand, and market properties with green features.

green@nar.realtor | (800) 648-6224



GRADUATE REALTOR® INSTITUTE/GRI

REALTORS® with the GRI designation have in-depth training in legal and regulatory issues, technology, professional standards, and the sales process. Earning the designation is a way to stand out to prospective buyers and sellers as a professional with expertise in these areas. (407) 438-1400



PERFORMANCE MANAGEMENT NETWORK/PMN

This designation is unique to the REALTOR® family designations, emphasizing that in order to enhance your business, you must enhance yourself. It focuses on negotiating strategies and tactics, leadership development and more.

(800) 245-8512



REALTOR® ASSOCIATION CERTIFIED EXECUTIVE/RCE

RCE is the only professional designation designed specifically for REALTOR® association executives. RCE designees exemplify goal-oriented AEs with drive, experience and commitment to professional growth.

rhollan@nar.realtor | (312) 329-8545



RESIDENTIAL ACCREDITED APPRAISER/RAA

For residential appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements and is supported by the National Association of REALTORS®.

appraisal@nar.realtor | (312) 329-8268



SELLER REPRESENTATIVE SPECIALIST/SRS

The SRS designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate professionals who demonstrate the knowledge and skills essential for seller advocacy.

rebinstitute.com | info@rebinstitute.com | (800) 621-8738





SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®/SIOR

The SIOR designation is held by only the most knowledgeable, experienced, and successful commercial real estate brokerage specialists. To earn it, designees must meet standards of experience, production, education, ethics, and provide recommendations.
(202) 449-8200



SENIOR REAL ESTATE SPECIALIST®/SRES®

The SRES® Designation program educates REALTORS® on how to profitably and ethically serve the real estate needs of the fastest growing market in real estate, clients age 50+.
sres@nar.realtor | (800) 500-4564



AT HOME WITH DIVERSITY®/AHWD

The At Home With Diversity® certification teaches you how to conduct your business with sensitivity to all client profiles and build a business plan to successfully serve them.
ahwd@nar.realtor | (800) 874-6500 ext.8393



BROKER PRICE OPTION RESOURCE/BPOR

The BPOR certification is no longer being awarded to members. Approximately 6,000 members have earned BPOR.



CERTIFIED REAL ESTATE TEAM SPECIALIST/C-RET

C-RETS courses provide the tools, strategies, and knowledge that are required of today real estate professionals who are either considering or currently operating in a team environment.
rebinstitute.com | info@rebinstitute.com | (800) 621-8738



RRC DIGITAL MARKETING: SOCIAL MEDIA

The RRC Digital Marketing: Social Media certification is for real estate professionals who want to develop expertise with social media resources and the sites that are an essential part of today's digital marketing mix, whether you are promoting your business or the properties you represent.
www.crs.com/about-us/contact-us | (800) 462-8841



e-PRO®

With the e-PRO® certification, REALTORS® increase their ability to reach customers, expand their capabilities, and build trust by safeguarding client information.
epro@nar.realtor | (877) 397-3132



HOME FINANCE RESOURCE

The Home Finance Resource Certification course is designed to teach REALTORS® how to explain key pieces of the loan origination process to clients and confidently answer questions about mortgage options.
hfr@nar.realtor | (833) 383-2604



INSIDE SALES AGENT

The certification provides opportunities to learn and practice the skills and techniques top agents use to turn leads to clients and existing customers into repeat business while helping you build your lucrative career.
hfr@nar.realtor | (833) 383-2604





LUXURY HOMES CERTIFICATE/LHC

Luxury Homes Certification is for agents looking to hone their skills in the ever-growing luxury home market. The courses included will give REALTORS® the knowledge they need to approach the luxury niche, including pricing strategies, negotiation tactics, and how to stand out from the crowd.

crshelp@crs.com



MILITARY RELOCATION PROFESSIONAL/MRP

NAR's Military Relocation Professional certification focuses on educating real estate professionals about working with current and former military service members to find housing solutions that best suit their needs and take full advantage of military benefits and support.

mrp@nar.realtor | (888) 648-8321



PRICING STRATEGY ADVISOR/PSA

Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values with NAR's PSA (Pricing Strategy Advisor) certification.

pricingstrategyadvisor.org/contact-us/



REAL ESTATE INVESTING/REI

The Real Estate Investing (REI) certification program is for REALTORS® who want to master the ins and outs of working with investors and those who are establishing themselves as real estate investors.

crs.com/about-us/contact-us



REAL ESTATE NEGOTIATION EXPERT/RENE

The Real Estate Negotiation Expert (RENE) certification is for real estate professionals who want to sharpen their negotiation and client advocacy skills.

info@rebinstitute.com | (800) 621-8738



RESORT & SECOND-HOME PROPERTY SPECIALIST/RSPS

This certification is designed for REALTORS® who facilitate the buying, selling, or management of properties for investment, development, retirement, or second homes in a resort, recreational and/or vacation destination are involved in this market niche.

resort@nar.realtor | (800) 874-6500 ext.8320



SHORT SALES & FORECLOSURE RESOURCE/SFR®

The SFR® certification teaches real estate professionals to work with distressed sellers and the finance, tax, and legal professionals who can help them, qualify sellers for short sales, develop a short sale package, negotiate with lenders, safeguard your commission, limit risk, and protect buyers.

sfr@nar.realtor | (877) 510-7855



SMART HOME CERTIFICATION

The Smart Home certification is for real estate professionals who want to develop expertise in the technology, privacy issues, and best transition tactics involved in selling smart homes.

www.crs.com/about-us/contact-us | (800) 462-8841.



EXTERNAL CONTACT LIST



FLORIDA REALTOR CONTACT LIST

www.floridarealtors.org
www.floridarealtors.org/tools-research
www.floridarealtors.org/law-ethics
www.floridarealtors.org/advocacy



NATIONAL ASSOCIATION OF REALTORS®

www.realtor.org
www.realtor.org/research-and-statistics
www.realtor.org/education
www.realtor.org/advocacy
www.realtor.org/education-law-and-ethics

REGULATORY INSTITUTIONS:

Department of Business and Professional Regulations (DBPR)
www.myfloridalicense.com/dbpr/

PROFESSIONAL ORGANIZATIONS:

Real Estate Investment Society (REIS)
www.reis-swfl.org/

Real Estate BUYER'S AGENT Council (REBAC)
<https://abr/realtor>

The Appraisal Foundation
www.appraisalfoundation.org/

REALTORS® Land Institute
rliland.com/

Commercial Real Estate Exchange
www.commrex.com

National Association of Residential Property Managers
www.narpm.org/

FIND YOUR MEMBER ID/NRDS #:

<https://login.connect.realtor/#!/forgotmember>

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RPCRA
ROYAL PALM COAST REALTOR ASSOCIATION
RPCRA.org

