

OCTOBER 2025

50+

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Free
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**POWERFUL
POLITICAL PRESENCE**

**BUSINESS
ESSENTIALS**

Free
Tech Support
7 Days a Week!

**POWERFUL
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**Top-Notch
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**GLOBAL
KNOW HOW**

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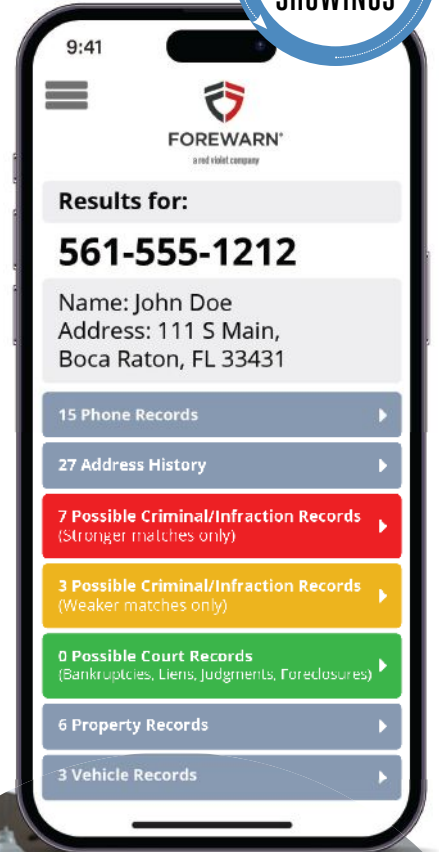
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Forewarn analyzes billions of data points and provides you with the ability to mitigate risks using just a phone number by verifying identity, phone number and address history as well as:

- Property ownership history
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Introducing your new insurance solution, powered by Venteur, exclusively for Florida Realtors® members.

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Learn more at floridarealtors.org/navigator



FLORIDA REALTORS® EXCLUSIVE!

RPR Commercial



RPR®

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“ A big **‘THANK YOU’** to Steve with Florida Realtors® Tech Helpline for bringing my email back to life. I so appreciate you. To all my Florida Realtors peeps please remember this is a **FREE** service for belonging to Florida Realtors. ”
 — MARI COLGAN, REALTOR®



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Explore legal issues at
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Consulting a real estate attorney will cost you

\$200

per hour, on average.

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- ★ **Defeated sales tax on Realtor® commissions (would have cost \$2,300 per year).**

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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/advocacy



FLORIDA REALTORS® PAC
Invest In Your Profession

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Impress prospects and customers with the latest market data.

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Understanding real estate market data can be a huge factor in your success as a Realtor[®]. But, admittedly, all that data can be overwhelming.

Thankfully, the Florida Realtors[®] Research Department has leveled the playing field by taking the guesswork out of finding the data you need and determining how to use it in your business.

Florida Realtors SunStats[®] Resource Guide, a free digital publication available now at floridarealtors.org/SunStats-Guide, provides insight into key concepts such as median vs. average, seasonality, active inventory, cash sales and more.




You'll also learn how to use Florida Realtors' powerful SunStats web application tool to gather data for your area and create sales and marketing strategies. Go to floridarealtors.org/SunStats to learn more.



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[®] RESEARCH

Bring Your "A" Game

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-  Create branded social media content with the metrics your clients need.
-  Load on the go – SunStats is mobile friendly! The Dashboard can start a conversation about the data wherever you are.

Learn more at floridarealtors.org/research

Florida

June 2025

SINGLE-FAMILY HOMES

	CLOSED SALES		MEDIAN SALE PRICE		ACTIVE INVENTORY
↑ 2.8% from a year ago	23,827	↓ -3.5% from a year ago	\$412,000	↑ 24% from a year ago	115,678

TOWNHOUSES AND CONDOS

	CLOSED SALES		MEDIAN SALE PRICE		ACTIVE INVENTORY
↓ -6.4% from a year ago	7,809	↓ -7.7% from a year ago	\$300,000	↑ 24% from a year ago	73,225



PENELOPE VICTORIA LONGNAME, III, ABR, CRS, GRI
AAA Longname Real estate Company, Inc.
111 Longname Boulevard, Second Floor, Suite 1086
Lauderdale-by-the-Sea, FL 32822
Office: 000.000.0000, ext. 0000 // Cell: 000.000.0000
Email: penelopejohnson@longnamerealestatecompany.com



POWERED BY FLORIDA REALTORS[®]



“Florida Realtors SunStats 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

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Take advantage of the special deals these partners offer

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It's more than training. It's a lifestyle.

BUILD YOUR SKILLS & CLOSE MORE LISTINGS

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SAVE UP TO 65% ON SHIPPING WITH UPS

Florida Realtors® members have access to flat-rate pricing with savings of 65% on Domestic Next Day/Deferred, 42% on Ground Commercial/Residential and up to 65% on additional services. To enroll and start saving today, visit savewithups.com/far or call 1-800-MEMBERS (800-636-2377).

TECHNOLOGY TOOLS



AUTOMATED TENANT SCREENING

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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 14-day trial. To learn more, go to WiseAgent.com/far



SAVE ON COMPUTERS

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RELIABLE BACKGROUND CHECKS

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What would you do if you discovered your identity had been compromised? Who would you turn to? More importantly, how would you fix it? Let ID Resolve take over for you! It's available to you as a member of Florida Realtors and focuses on cleaning up the mess leftover when your identity has been compromised by thieves. Go to youridresolve.com/pp/florida-realtors to learn more.

Discounts From Day One.

... you just for being a member of Florida Realtors.®

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HotelPlanner

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SAVE MONEY ON YOUR NEXT CAR RENTAL

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With BookingCommunity.com, you can get exclusive access to unpublished rates at over 800,000 hotels and 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 bookingcommunity.com/floridarealtors

INSURANCE



HEALTH PLAN NAVIGATOR BY VENTEUR

Florida Realtors.® is proud to bring you a powerful new member service: Health Plan Navigator by Venteur, an all-in-one insurance platform designed to simplify your search for the right coverage—while delivering smart, tax-optimized options tailored to your unique needs. floridarealtors.org/navigator



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Life Line Screening's services are designed for early detection of potential health problems leading to stroke, aortic aneurysms, arterial disease and osteoporosis, at the affordable cost of \$135. Go to lifelinescreening.com/partner/fra for more information.

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- Work smarter with AI & other tech tools
- Social media hacks that bring in REAL business

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10X

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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.

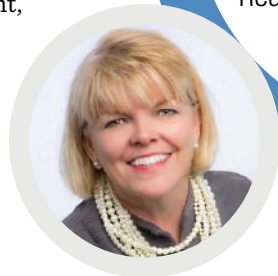
Ask your board if it participates in MLSAdvantage or visit floridarealtors.org/MLS

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“*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



\$30,000+

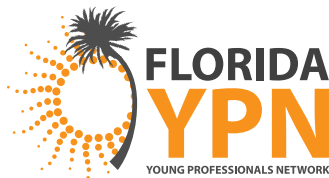
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Florida Realtors launched the Board Certified Professional endorsement as a way to acknowledge members who work at the highest level of real estate professionalism—possessing world-class skills, years of experience, a strong moral compass, community involvement, and a passion for making the American Dream come true.

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— SUSAN MCQUILLAN, BROKER



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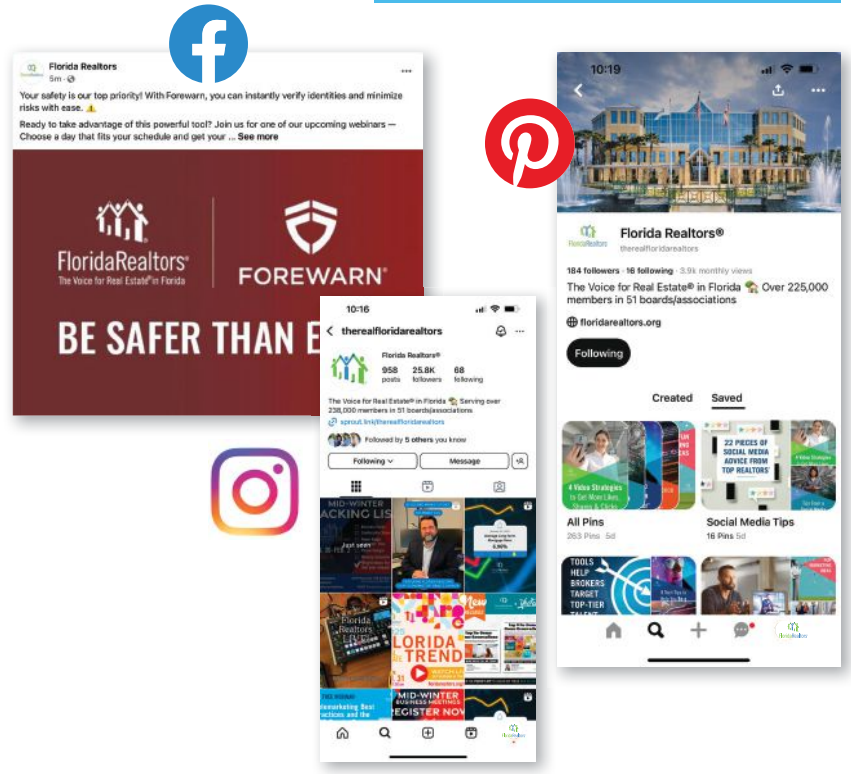


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We're busy on our social media channels not only keeping you up to date with the latest tips and tools to help your business, but also posting content perfect for sharing on your marketing channels—from consumer-facing infographics to market data that helps your clients make the best decisions.

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- **Instagram:** instagram.com/therealfloridarealtors
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6 TIPS for Pet Owners Selling Their House
 When selling your home, Fido shouldn't be seen...or smelled.

78% REMOVE PETS FROM HOME GOING SHOWINGS	72% REPLACE ANYTHING DAMAGED BY PET
CLEAN HOME TO REMOVE ANIMAL SCENT 70%	HAVE HOME PROFESSIONALLY CLEANED 61%
47% WIDE PET GEAR	39% REPLACE CARPET OR REFINISH FLOORS

Got questions? I have answers. Let's Talk!

Doey Jane
 Prime Pinnacle Real Estate
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 123.456.7890

FloridaRealtors

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I AM.

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