

Success Strategies for AFFILIATES



Connect • Build • Grow

Tips from Award Winning Affiliates
on Maximizing Your Membership

Broward, Palm Beaches, and St. Lucie Realtors®

Affiliate Handbook

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Welcome to BROWARD, PALM BEACHES AND ST. LUCIE REALTORS®!

We are so glad you're here!

Congratulations on making a great decision to empower your business. With this decision, you may be asking yourself, “what now?” Well, this handbook is going to guide you to making the most of your investment to BROWARD, PALM BEACHES AND ST. LUCIE REALTORS®.

This handbook is the brainchild of the Inaugural Affiliate Committee of the association. Why? We all remember our first day at the association. We all remember looking for a friendly face and wondering, “what do I do now?” We all remember thinking, “was this a mistake?” But, we also all now know that joining BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® is never a mistake. BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® can help propel you and your business into the next level.

This handbook will show you tried and true methods to help you reach your goals and how to grow your business. You will find a common single theme running through out this handbook – and that is participation. Making the decision to join and writing the check for membership isn't a ‘magic ticket’. Becoming a member is the first step of a journey that needs to include attending events and meeting new people. Business is not built upon passing out business cards. No one has ever said, “what a great looking business card, I'll call him for a loan/insurance/mover!” Business is built on relationships and relationships take time to build.

This handbook will educate, empower, and excite you to take the necessary steps in the association. The authors of this guide are just like you. We are Affiliates. We are Business Partners. We are Members. Each piece of this guide was written by Affiliates to give you a jump start on what to do, what to say, and how to say it. Any one of us is available to help you at any time and we look forward to getting to know you!

Again, **welcome** and **good luck!**

The Affiliate Members Committee

Navigating the Association

Now that you have successfully joined and activated your Affiliate Membership, how can you start utilizing the benefits? With a Realtor® membership exceeding 35,000, and geography spanning 130+ miles of the Southeast Florida coast, BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® offers a wide array of opportunities for members to learn, network, and participate in Association and Community activities, thereby enhancing their lives both professionally and personally. Always remember, the term “Member” refers to both Realtors® and Affiliates!

BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Website: www.RWorld.com

The Website is a public facing resource for members to locate their tools and resources. Tabs you want to familiarize yourself with include, but are not limited to:

- **MLS TAB:** [MARKET UPDATES](#) These are infographics that the Association produces monthly, quarterly, and annually for Miami-Dade, Broward, Palm Beach, Martin, and St Lucie counties that provide an easy-to-read snapshot of the market and inventory.

TIP: These are ideal for posting on your social media pages and sending in e-newsletters to both Realtors® and Consumers. Simply download the images, and/or click SHARE to be directed to the Facebook post for easy Facebook sharing! Use the free PHOTOFY graphics branding tool to brand these reports and other content as your own! Read more:
<https://rworld.com/blog/photofy>

- **AFFILIATES TAB:** This is the one-stop shop for everything related to Affiliate members. Visit this tab for information about sponsorships, membership benefits, Directory, and more!
- **ABOUT TAB:** [OUR STAFF](#) We have over 75 staff members with 8 office locations, but Affiliates need to know only a few key teammates in order to capitalize on the programming opportunities afforded to them.

TIP: Acquaint yourself with the staff person in the geographic area or niche department that best suits your business services and products!

Jessica Lowe, Senior Vice President of Programs & Global Liaison jlowe@rworld.com

Helene Crisafulli, Vice President of Member Events hcrisafulli@rworld.com

Tricia Luther, Vice President of Broward Outreach tluther@rworld.com

Michael Frierdich, Director of the Commercial Alliance mfrierdich@rworld.com

Broward, Palm Beaches, and St. Lucie Realtors® Affiliate Handbook

Michael Hidalgo, Broker Concierge & YPN Staff Liaison mhidalgo@rworld.com

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Emily Cincotta, Professional Development Director – West Palm Beach ecincotta@rworld.com

Megan Love, Affiliate Membership Concierge mlove@rworld.com

- **MEMBERS:** [BENEFITS](#) The benefits listed under Member Benefits and Member Discounts sections are mostly applicable to Realtors®, however, there may be a few items useful to Affiliates, such as:
 - o Florida Realtors® Member Benefits: Florida Realtor® magazine, Market Stats and Research, Video Library & more. www.FloridaRealtors.org

TIP: Think “Content Marketing”; download infographics, articles, videos, and other resources to use on your Social Media and e-communications platforms to attract new referral partners, as well as keep YOU relevant and useful for your Realtor contacts! Stay top of Mind!
 - o NAR Realtor® Benefits Program: Again, most of these benefits are for Realtors®, but there are some benefits like car rental companies Avis/Budget/Hertz, FedEx, OfficeMax, and even Sprint that you can take advantage of using your NRDS ID number, provided to you upon joining! The NAR.REALTOR website also has content and research worth your reading and sharing.

Member Portal: (Under the Affiliates Tab: Member Login)

The Member Portal is the “members-only” side of the website. This is where members can log-in to their Association account to pay dues, register for events/classes, and update their Member Profile. Refer to your initial WELCOME email for your assigned Username and Password.

TIP: Your Username is the NRDS number assigned to you upon joining, and your Password is your last name, first initial capital.

- **MEMBER PROFILE:** Login and upload your professional headshot! Click on “Update Your Member Profile” to complete the fields with your website and personal information including languages you speak fluently.

TIP: If you or someone in your office speaks another language, include it in your profile so you can be contacted for those customers, to refer to your associate, keeping the lead in your office. The Affiliate Directory Search form is searchable by language, as well as Field of Business.

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- **DIRECTORY:** You may search both “Realtor®” and “Affiliate” member types, as well as city, office name, “Primary Field of Business” and even language. Your “Primary Field of Business” is taken from your membership application. Maximize your profile to get the most from the directory (see item above).
- **EDUCATION/EVENTS:** Where you can review and register online for Association classes and events. Education is hosted onsite in the classrooms (8 locations); Events are typically offsite after-hours events, such as “Realtor® Meet-Ups”, “Get Social with YPN” mixers, “Realtor® Party Celebrity Bartending” events, and Community Outreach events.

TIP: For best experience, utilize the “Upcoming Classes” and “Upcoming Events” pages, which provide an easier to read list view of classes and events. Using Tags, such as “Palm Beach County”, “Broward County” or “Treasure Coast” will help to filter by county or office location. Also, the “Sponsors Needed” and “Affiliates” tags are created specifically for programming that will benefit or provide opportunity for Affiliates.

Association Facebook Page and Regional Groups*: <https://www.facebook.com/rworldfl>

*See “Related Groups” for the South Broward, North Broward, South Palm Beach, North Palm Beach, and Treasure Coast Regional group pages for a more localized Facebook presence.

Facebook Group: <https://www.facebook.com/groups/rworldflaffiliates>

This exclusive “Closed” group is a place for the Association to share events, classes, sponsorship opportunities, and other important happenings with Affiliate members. This group is also a place for Affiliates to collaborate, ask questions, share tips and techniques among peers*, as well as share community outreach and local initiatives. This group is also a safe place to facilitate feedback for the BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® staff. Group Rules: Please limit your personal/company promotions to 1 per month in this group. Recruiting and blatant self-promotion will not be allowed. Please respect other group members - offensive posts and those with profanity will be removed. Admins reserve the right to delete posts and remove members at their discretion if they feel a rule has been violated. Please respect the group and follow the rules. *In no way are the opinions and suggestions in this group to be taken as legal advice. The statements within the group posted by members do not represent the opinions of the Association.

TIP: To be added to the Affiliates Closed Group, you must first ‘LIKE’ the BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® main business page; then, locate and Friend Request staff liaison Megan Love. You will receive a notification from Facebook once you have been added to the group.

Marketing Materials:

BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Offices provide an Affiliate Display area where Affiliate members may leave behind their flyers, brochures and business cards. Affiliates are responsible for maintaining current information in all display area, as well as stocking materials; staff will not help replenish your materials. You may not leave behind additional flyer/brochure/business card stands or signage, and you may not remove another affiliate member's materials to make space for your own. Please refer to the Affiliate Code of Conduct on the following page.

Responsibilities of an Affiliate:

Please remember, as with anything, you are only going to reap that of which you sew. This membership requires an investment of your time, as well as your resources, to make a positive, lasting impression on Realtors®. The energy you bring to events and classes, the sponsorship, food, materials, and even your personal appearance are your calling card.

Please know, understand, and respect the Affiliate Code of Conduct, and when in doubt, ask yourself "Would I appreciate _____ if another affiliate said/did _____?" The Golden Rule always applies, "Do unto others as you would have done unto yourself".

EVENT ETIQUETTE:

Oftentimes you will find yourself attending a social event that is sponsored by other affiliates, wherein a business card drawing may be conducted. It is polite etiquette to first inquire if Affiliates may enter the drawing before throwing in your card. Some sponsors may only be looking for the Realtor® cards; some sponsors may be open to all attendees for multiple referral opportunities. To each their own! Your conscientiousness in asking first if your entry is acceptable will be appreciated and reflect well on your character.

Along the same scenario, you may find that, in entering the business card drawing, you were selected a winner! There is no formal policy or written rule, but it always reflects well on affiliates who request another card be picked to allow a Realtor® (the truly intended audience) the chance to win the sponsor's prize. Most especially, if the sponsor is a direct competitor of your own company, it is polite to bow out and allow the sponsor to select another winner. Again, when in doubt, ask yourself "Would I prefer a Realtor® win my prize, over a fellow affiliate/competitor?".

The way you conduct yourself during all Association events, classes and programs, at all times, is very important. Speaking negatively about another member (Realtor® and/or Affiliate) will NOT be tolerated. Promoting companies and/or professionals who are not Affiliate members will NOT be tolerated, and blatantly promoting yourself when a competing company is sponsoring the event that you are attending should be avoided. **Be respectful, Be Kind, Be Friendly, Be Professional.**



Affiliate Code of Conduct

Affiliate Members are expected to follow the law, act honorably, and treat all association members with respect. Failure to follow the Affiliate Member Code of Conduct could result in disciplinary action, including termination of membership.

By accepting this standard, Affiliate Members of BROWARD, PALM BEACHES AND ST. LUCIE REALTORS®, pledge to observe its spirit in all activities and to conduct their business in accordance with the tenets set forth below.

- 1) Follow the “Golden Rule” – Do unto others as you would have them do unto you.
- 2) Affiliates and representatives/guests of affiliates must conduct themselves professionally and respectfully at all times during interactions with Association staff and members.
- 3) Derogatory remarks pertaining to any other company will not be tolerated.
- 4) Do not discriminate or display abusive or offensive behavior.
- 5) Affiliates and representatives/guests of affiliates may only promote the Affiliate member company.
- 6) Affiliate sponsors may not promote any other local Realtor® Association’s events, classes, and/or benefits.
- 7) Conduct business ethically and with integrity.
- 8) Comply with all laws, rules and regulations required by your profession.
- 9) Fulfill all professional licensing and educational requirements.
- 10) Maintain the appropriate level of Liability Insurance.
- 11) Do not attempt to gain any unfair advantage over competitors.
- 12) Do not print, display or circulate inaccurate or misleading statements or advertisements.
- 13) Conservative attire and a professional appearance are highly encouraged.
- 14) Arrive on-time when sponsoring a class or event.
- 15) Notify the Association as soon as possible if you are unable to fulfill your confirmed sponsorship obligation.
- 16) Association may provide a contact roster for all attendees, but Member Privacy Policy prevents including email addresses. (Name, Firm, mailing address, phone only.)
- 17) Business card raffles are highly encouraged, as a means of collecting all the contact information directly from members (i.e., email addresses and permission to email).

We rely on our Affiliate Members to exercise good judgment and uphold a high standard of integrity at all times.

By accepting below, I acknowledge and agree to adhere to the principals set forth in the Affiliate Code of Conduct and will be guided by both the letter and the spirit of this Code.

Signature: _____ Print Name: _____ Date: _____

Sponsorship Guidelines

This guide is intended to clearly outline the expectations and policies set forth by BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® to ensure the best sponsorship experience for all involved.

- **Plan to arrive no later than 30 minutes prior to the start time of the class or event.** (Your requested Arrival Time will be stated in the Sponsorship Confirmation email.) This provides ample time to prepare for the class (handouts, visual presentations, refreshments, etc.) before the event is scheduled to begin. Any PowerPoint or visual presentations must be supplied to the on-site staff member via a flash drive. Please notify the Professional Development staff in advance if you have special technological requirements.
- **Ensure that you have enough materials, handouts and refreshments for everyone expected to attend the class.** You will receive a confirmation email with estimated headcount **at least** two days prior to the class start date.
- **FOR THE HEALTH AND SAFETY OF OUR MEMBERS, ALL REFRESHMENTS MUST BE STORE BOUGHT AND NO ITEMS MADE AT HOME WILL BE PERMITTED.**
 - BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® will provide the following: Fresh brewed coffee (regular and decaf), cold and hot water, tea bags, cups, plates, napkins, plastic ware, and ice.
 - We also have an array of plastic platters, bowls and serving utensils, if needed.
- You will have 3-5 minutes to formally address attendees prior to start of the class.
- Marketing materials can be distributed by either placing items at each seat or personally handing out materials as attendees arrive.
- **Due to our privacy policy, BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® may not provide email address for attendees.** We strongly encourage business card raffles (bottle of wine, gift card, gas card, etc.) to obtain complete attendee contact information. BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® may provide a contact roster which will include only name, address and phone number.
- Conservative attire and a professional appearance are highly encouraged at all times.
- If you stay for the duration of the class, professional courtesy and respect for BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® staff and visiting instructors is required. **Interjections and interruptions during class will not be tolerated.**
- Affiliates and representatives/guests of affiliates may only promote the Affiliate member company. **Derogatory remarks pertaining to any other company will not be tolerated.**
- Affiliate sponsors may not promote any other local Realtor® Association's events, classes, and/or benefits.

Sponsorship Suggestions

Based on experience and member feedback, we have amassed a list of suggested refreshment items for those sponsors who are unsure what would be appropriate to provide for their sponsorship opportunity. Please remember that the items that you provide are a reflection of your company's image and we encourage you to put your best efforts into your sponsorship opportunity. The below suggestions have worked well in the past, and can easily be purchased in bulk quantities from wholesale clubs (Costco, Bj's, Sam's Club) or your neighborhood grocery (Wal-Mart, Publix, Winn-Dixie, etc) or ordered from restaurants/catering companies. **Bolded** items indicate member's favorites. BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® always provide paper products, fresh brewed coffee, and cold/hot water.

(Due to severe food allergies and other important dietary concerns, it is best to indicate peanut (and the like) ingredients where necessary. Simply keep the packaging near the food item for inquiring minds to reference.)

- Breakfast sponsorship: **Bagels/cream cheese**, muffins/danish, **hard boiled eggs**, **breakfast sandwiches**, croissants, mini-cinnamon rolls, breakfast breads, doughnuts, **fresh fruit**, **bananas**, **yogurt**, **granola**, breakfast bars, instant oatmeal packets. Beverages: **orange**, apple, fruit **juice**. Some suggested locations: Panera Bread, Publix, Einstein Bagels, Jupiter Doughnuts, Dunkin Doughnuts, TooJays.
- Lunch sponsorship: **Publix sandwich or wrap platters**, Panera Bread, TooJays Gourmet Deli, Jimmy Johns boxed lunches, **pizza**, pasta, **green/vegetable salad**, pasta salad, potato salad, potato chips, chicken tender platters from Publix or Chik-Fil-A. **Chicken sandwiches and chicken pasta** from CR Chicks. Beverages: Iced tea (sweet and/or unsweet), **lemonade**, **soda products** (cans or 2-liters).
- Snack sponsorship: **Cookies**, **brownies**, snack mixes, crackers, cheeses (cracker slices or cubes), individual bags of potato chips, **popcorn**, **pretzels**, nuts, **candies**, granola/snack bars, **fruit salad**, **vegetable platter**, **fruit platter**. Beverages: Iced tea (sweet and/or unsweet), **lemonade**, **soda products** (cans or 2-liters).

Budgeting: Sponsorship takes all forms, sizes, and quantities. For Classroom opportunities (providing breakfast, lunch, snacks) the cost depends on a multitude of factors (store/restaurant, class registrations, etc). Typically, sponsoring breakfast will cost less than sponsoring lunch (although the exposure is significantly more in a lunch sponsorship). Platters from grocery/bulk stores are a more economical alternative. When estimating food costs, it is wise to overestimate the food that you need to accommodate the class size; you never want to run out of food before everyone has had their plate! Education staff is always happy to discuss the options with you.

Event sponsorships are usually monetary with levels/amounts dependent on the event details, capacity, venue, and overall caliber of the occasion. For example, the annual "Presidential Installation Banquet" sponsorships will far exceed the amounts of a "Realtor® Meet-Up" afterhours mixer. When in doubt, contact staff!

Questions? Please contact: Megan Love, Affiliate Membership Concierge mlove@rworld.com

TIP: The following pages serve as locational suggestions for restaurants, many of whom deliver!

Restaurant Suggestions

Treasure Coast Location

321 NW Peacock Blvd, Port St. Lucie, FL 34986

Panera Bread- Delivery & Pick Up available

1707 NW St. Lucie West Blvd, Port St. Lucie, FL 34986

772-237-8088

<https://catering.panerabread.com/#/>

Publix Super Market at Shoppes of St. Lucie West

1333 St. Lucie West Blvd, Port St. Lucie, FL 34986

772-340-7200

Deli platters- <http://www.publix.com/product-catalog/productlisting?ch=6.10>

Little Caesar's Pizza

1774 SW Saint Lucie West Blvd, Port St Lucie, FL 34986

(772) 807-4747

<https://order.littlecaesars.com/en-US/stores/33930024/ordering>

Jimmy John's Deli Sandwiches

1785 NW Saint Lucie West Blvd, Port St Lucie, FL 34986

(772) 873-6899

<https://www.jimmyjohns.com/>

Pollo Tropical

1365 St Lucie W Blvd, Port St Lucie, FL 34986

772-873-8129

<http://pollotropical.com/catering>

Restaurant Suggestions

Palm Beach Gardens Location

2801 PGA Blvd, Suite 220, Palm Beach Gardens, FL 33410

Publix – Oakbrook Square – Pick up only

11566 US Hwy #1, Palm Beach Gardens FL 33410

561-622-0804

<https://www.publix.com/>

C.R. Chicks

2582 PGA Blvd, Palm Beach Gardens FL 33410

561-626-9868

<https://www.crchicks.com/>

Jimmy John's Deli Sandwiches

11290 Legacy Ave Ste K110, Palm Beach Gardens, FL 33410

(561) 627-4747

<https://www.jimmyjohns.com/>

Sal's Italian Ristorante

11290 Legacy Ave, Palm Beach Gardens, FL 33410

(561) 296-0800

www.salsitalianristorante.com/

Panera Bread

4540 PGA Boulevard, Palm Beach Gardens, FL 33418

561-775-3705

delivery.panerabread.com

Restaurant Suggestions

West Palm Beach Location

1 Harvard Circle #102, West Palm Beach, FL 33409 – Classroom 2nd Floor

Panera Bread- Delivery & Pick Up available

771 Village Blvd, West Palm Beach, FL 33409

561-689-9200

<https://catering.panerabread.com/#/>

Publix- Village Commons- Pick up Only

831 Village Blvd, West Palm Beach, FL 33409-1901

561-615-6808

Deli platters- <http://www.publix.com/product-catalog/productlisting?ch=6.10>

CR Chicks

711 Village Blvd, West Palm Beach, FL 33409

(561) 616-8819

<https://www.crchicks.com/catering/>

Amici Brick Oven Pizza

801 Village Blvd Ste 306, West Palm Beach, FL 33409

(561) 242-8888

www.amicibrickovenpizza.com

Pollo Tropical – Pick Up Only

2611 Okeechobee Blvd, West Palm Beach, FL 33409

561-688-0578

<http://pollotropical.com/catering>

Manzo's Italian Deli- Pick up or Delivery

2260 Palm Beach Lakes Blvd, West Palm Beach, FL 33409

561-697-9411

<http://manzositaliandeli.com/catering-menu/>

Restaurant Suggestions

Boca Raton Location

3200 N Military Trail, Boca Raton, FL 33431

Einstein Bagel Brothers

690 NW 51st St Ste 1, Boca Raton, FL 33431

(561) 995-7756

777 Glades Rd, Boca Raton, FL 33431

(561) 297-4195

<https://locations.einsteinbros.com/us/fl/boca-raton>

Publix Super Market at Woodfield Plaza

3003 Yamato Rd. Ste C9, Boca Raton, FL 33434

561-241-5005

Deli platters- <http://www.publix.com/product-catalog/productlisting?ch=6.10>

C.R. Chicks

2240 NW 19th St #611, Boca Raton, FL 33431

561-613-0134

<https://www.crchicks.com/catering/>

Panera Bread

5050 Town Center Cir, Boca Raton, FL 33486

(561) 368-3221

<https://catering.panerabread.com/>

Moe's Southwest Grill

2240 NW 19th St, Boca Raton, FL 33431

561-347-1750

<https://www.moes.com/catering/>

Restaurant Suggestions

Fort Lauderdale Location

1765 NW 26th Street, Fort Lauderdale, FL 33305 – Classroom 2nd Floor

Publix Super Market at Five Points Plaza

2633 N Dixie Hwy, Wilton Manors, FL 33334

954-566-6363

Deli Platters-<http://www.publix.com/product-catalog/productlisting?ch=6.10>

Chick-fil-a

2650 N Federal Hwy, Fort Lauderdale, FL 33306

888-582-8121

<http://www.cfarestaurant.com/fortlauderdale/Menu2-Category?gid=11>

Panera Bread

1762 N Federal Hwy, Fort Lauderdale, FL 33305

954-567-5925

<https://catering.panerabread.com/#!/orderingIsEasy>

Zona Fresca

1635 N Federal Hwy, Fort Lauderdale, FL 33305

954-566-1777

https://zonafresca.com/locations/fort_lauderdale/catering

Tamarac Location

5850 Hiatus Road #A, Tamarac, FL 33324

Publix Super Market at Sunrise West

9300 W Commercial Blvd, Sunrise, FL 33351

954-748-0418

<http://www.publix.com/products-services/deli/party-platters>

Subway

10121 W Commercial Blvd, Pompano Beach, FL 33321

954-724-3332

<https://order.subway.com/Cart/Menu2.aspx>

Rotelli

10101 W Commercial Blvd, Sunrise, FL 33351

954-601-2912

<http://rotellitamarac.com/menu-2/#cateringmenu>

Chick-fil-a

8190 W Commercial Blvd, Tamarac, FL 33351

954-741-9395

<http://www.cfarestaurant.com/lauderhill/Menu2-Category?gid=11>

Hollywood Location

330 N. Federal Highway, Hollywood, FL 33020 (Chamber of Commerce building)

Publix – Hollywood Circle – Pick up only

1740 Polk Street, Hollywood FL

954-927-7879

<https://www.publix.com/>

Panera Bread – Pickup and Delivery

4931 Sheridan Street, Hollywood FL 33021

954-367-2301

<http://panerabread.com/>

Mama Mia Restaurant

1818 S Young Circle, Hollywood FL 33020

954-923-0555

<https://www.mamamaitalianrestaurant.com/>

Subway

1715B E Young Circle, Hollywood FL 33020

954-342-4070

<https://www.subway.com>

Restaurant Suggestions

Pembroke Pines Location

701 Promenade Dr. Suite 101, Pembroke Pines, FL 33026

Publix – Pines City Center – Pick up only

10450 Pines Blvd., Pembroke Pines FL 33026

954-437-2457

<https://www.publix.com/>

Einstein Brothers Bagels – Pickup and Delivery

301 N University Dr., Pembroke Pines FL 33024

954-433-2322

<https://www.einsteinbros.com/>

Pollo Tropical – Pickup and Delivery

8299 Pines Blvd., Pembroke Pines FL 33024

954-437-9153

<https://www.pollotropical.com/>

Bolay – Pickup and Delivery

151 N Hiatus Rd., Pembroke Pines FL 33026

954-606-9404

<https://bolay.com/>

Social Media Tips

Many BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Affiliate members find great success with building and reinforcing their brands through social media channels. This chapter aims to provide fundamentals for setting up a social media strategy and leveraging these powerful tools efficiently.

Why Social Media?

Engaging with your South Florida real estate industry contacts online helps to:

- strengthen relationships,
- efficiently distribute your company's messages,
- stay top-of-mind with your prospects and customers

Plus, it's commonly accepted that social media is no longer optional or "add-on" to a marketing plan. Facebook reports is now having 2 billion+ monthly active users. Twitter has 330 million+ monthly active users. Pinterest has 150 million+ active users. Facebook now tops Google for US internet traffic. LinkedIn reports that a new user joins every two seconds....

The numbers speak for themselves. Your customers and prospects are on social media, and you need to meet them there.

And, if you think that social media is less important in our South Florida real estate market because of our demographics, think again! The fastest growing segment on Facebook is Females 55-65. And, the fastest growing segment on Twitter is "grandparents."

(Sources: <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>;
<https://socialnomics.net/2017/09/01/social-media-revolution-2017/>)

But, how do you create a social media strategy that is effective *and* manageable?

For many Affiliate members, the prospect of doing social media well and consistently is daunting. Oftentimes, you wear many hats with your company. Marketing may not be your fulltime role. And - even if it is - only so many hours per week can be dedicated to social media. So, the question becomes:

How do you do social well and *still get anything else done?*

Jana Osofsky of Signature Home Maintenance - an experienced Affiliate member and 2018 Affiliate Member Committee Chairperson - recommends the following three-pronged (and

alliterative!) approach:

- 1. Choose two platforms.**
- 2. Create and Curate lots of Content.**
- 3. Be Consistent.**

Now, let's get into the details of each prong.

Prong 1: Choose platforms. Select two (or maybe three) social media platforms using these strategies:

First, know that you cannot be on active and effective on every social media site. Each site requires diverse types of content and format to optimize. It is absolutely better to focus your time and attention on doing social media well in just a few places.

Give yourself permission to focus your efforts on 2 to 3 sites MAXIMUM.

Start by defining who your ideal client is. (Don't skip this step!)

Ask yourself, what business model, values, and lifestyle does this ideal customer have? There are many resources online that can guide you in this effort, but here's a basic set of questions to ask yourself.

If you are looking to connect with consumers, what age range are they in? What life events have they experienced recently? Where do they live now? Where do they want to live? What is the make-up of their families? What is their line or type of work? What do they do in their free time and/or personal lives? *What are their challenges and fears, and how can you help?*

If you want your message to resonate particularly with Realtors®, what does their real estate sales business look like? Do they focus on listings? Buyers? Investors? People from another country or state? A geo-farm area? A different niche? Do they work as part of a large or small brokerage? What are their income goals? How hands-on are they when selecting and using your services? What kinds of educational topics interest or benefit them? *What are their challenges and fears, and how can you help?*

TIP: Some people call this process creating a "customer avatar." This and other branding exercises will be helpful to you in many aspects of your marketing. Write your answers down and get very specific.

Once you are very clear and specific on who you want to reach, ask yourself what social platforms they are on. Based on the current demographics of social media platforms, choose two (maybe three if you have more bandwidth than the average Affiliate member).

There are many excellent resources for getting the most updated demographic information for social users, but here is one recent link that rounds up some helpful stats:

<https://sproutsocial.com/insights/new-social-media-demographics/>

Consider, as well, what platforms **you personally connect with and enjoy**. If you love the brevity of Twitter, or the visual nature of Instagram, you will be more likely to remain consistent with your postings. And, as we address below, consistency is everything!

Note: Facebook is overwhelmingly the largest and most widely-used social platform at this time. For 99% of businesses, a good strategy would be to choose Facebook as one outpost, and then to choose one or two other outposts based on where your ideal customers are likely to be.

Prong 2: Create and Curate of lots of compelling and targeted content.

Your next step is to start creating content that will interest your ideal customers. Here are some ideas and best practices for the “what to say” part. We’ve added in some tried-and-true BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Affiliate Pro Tips, too!

Everything MUST be brief and visual, across all platforms. Generally speaking, use fewer words and more visuals.

Video is the future of consumer internet consumption, so start focusing on video content now. It’s not difficult to create videos. You can use your phone or invest in more advanced equipment. When you create an important post, could it be communicated with video? If so, do it!

TIP: Go live on Facebook! At the time of writing this article, this is still under-utilized and a great way to get noticed. BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® members love this!

Use a “rule of thumb” of a 10:1 ratio of content vs. obvious selling. For every post you create that says “Call us at this number if you need this service,” create about ten that are more informative and aim to engage, entertain or provide helpful info or news.

Curate interesting content from real state publications that are related to your service and post articles, links, stats, etc. There is an un-ending supply of material, but here are a few online publications you can mine for relevant info to share. (Always remember to link to the content, and/or site it properly.)

<https://www.Realtor.com/news/>

<http://Realtormag.Realtor.org/>

<http://www.floridaRealtors.org/NewsAndEvents/>

<https://retechnology.com/> (*Subscription-based. Get your free subscription through the BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® website.)

<http://money.cnn.com/pf/>

<https://www.inman.com/>

<https://www.keepingcurrentmatters.com/>

<https://www.houselogic.com/>

TIP: As an Affiliate Member, you are a step above the average service provider. You are part of the real estate industry, not just a peripheral player! Always create content and write from a place that demonstrates this. Position your brand as an informed, shoulder-to-shoulder partner to the Realtor®.

Post about BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® events and topics. Share BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® posts. Post about your plans to attend this evening's networking event. Tag and thank your clients when you visit brokerage offices. Check in to the board when you sponsor educational events. Support opinions about important topics that BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® takes a position on.

If you experience "writers block," check out this non-exhaustive list of additional things Affiliate members often post about:

- Tips and tricks for using or getting results from your service
- Photos and videos of you or your team members doing what they do best
- Statistics about the real estate business and your area of expertise
- Monthly market stats when they are published by FR and BROWARD, PALM BEACHES AND ST.

LUCIE REALTORS®

- Testimonials you've received from customers
- Thank you's (tag your contacts) for helpful conversations, referrals, ideas offered, etc.
- Run contests and enter friends' likes / shares into drawings for items or free services.

TIP: Post stories. Neuro-scientists have proven that we respond well to stories told as part of marketing efforts. Tell the tales of how you have helped alleviate Realtors®' or their customers' pain points. Post about specific services you provided and how they helped Realtors® close deals and make money. (Be careful of privacy concerns, of course.)

Like, share, and engage with content posted by your clients, prospects, and other

Affiliate members. Social media is meant to be social! Be sure to do unto others and interact with their posts to show you care and are present. (See more below on a time management strategy for this.)

TIP: Use both a personal profile / handle AND business page(s), handle(s) or entity equivalent, per platform. Affiliate membership affords you the opportunities to build strong person-to-person relationships that lead to business. Most Affiliate members find it

effective to connect with their customers and prospects via a personal profile, and to post personal profile messages related to your work. Posting in real estate-related Facebook groups can only be done from a profile at this time. If you have concerns about privacy or work/life balance, you can use LISTS to organize your contacts and limit who can see what posts. Most of the guidance in this chapter applies to both your profile / handle and your page or biz entity.

Use social media to help with other marketing tactics - and vice versa. Examples: Use your email marketing platform to drive client traffic to a Facebook contest you're running or to your YouTube channel. Re-post a tweet in LinkedIn. Use social media to grow your email lists. Send non-critical business communication to customers through Facebook messenger to help get your content to rank higher in their feeds... the possibilities for synergy are endless! Be creative and try new things to see what works.

Prong 3: Be Consistent with posting and engaging.

Being consistent will net you results on social media over time. As Affiliate members, the biggest compliment we can receive from a real estate industry pro about our social efforts is "I see you EVERYWHERE online!"

Use both your profile, and your business page (or equivalents, per platform).

Learn the best practices for frequency for your chosen platforms and set those as your goals. At this time, the general wisdom for businesses is that the best results come when you post: daily on Facebook and Instagram; 3 times daily on Twitter; and 6 pins per day on Pinterest. Learn more and be aware of these benchmarks.

Time block your social media time. Like with many important activities, this is the best way to achieve consistency. We recommend the 60 / 20 plan. Schedule the following into each week:

- 60 minutes weekly to create and schedule most of your content for your business entity/page.
- 20 minutes daily to engage with your social connections (as you and as your business).

For 60 minutes per week, write and create graphics for your posts. Use a scheduling tool to set them up in advance so you don't have to be in content-creation mode every day. By scheduling most of your posts, and then posting a few things "in real time" throughout the week when inspired, you can have a good balance of "planned" and "spontaneous" posts.

Systems equal sanity. There are many scheduling tools available and many are free. A few to consider are: Hootsuite, Buffer, Later, and Recur post. For Facebook, the built in "Facebook Scheduler" is an excellent tool. (Note: Scheduler currently only works to schedule in pages and groups you administer. However, Buffer allows you to schedule in Profiles, now!)

Engage for 20 minutes per day. Each day, take this time to scroll through your feed and like, share, and comment on posts of people who are in your business sphere. Remember, on Facebook, you can also like other pages - and sometimes posts - as your page.

TIP: If you'd like to get sophisticated on Facebook, you can select a list of "top prospects" and select "see first" in the "following" drop-down on their profiles. This way, you will be sure to see their posts in your 20 minutes each day.

TIP: On Facebook, there are many local and non-local real estate related groups, including six official BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® groups for members. Join them, read and understand the rules, and post and engage there, too. You will find a high concentration of real estate pros in these groups.

Conclusion

Social media for business networking will be part of any successful plan to leverage your BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® membership and turn your activity into business. And, it does not need to be hard, or to consume your entire life! Look to your fellow Affiliate members for further ideas, inspiration, and strategies. Many of our Affiliate members are amazing MODELS on social media success. Follow these steps and find what works for you, - and you can be a model, too!

Presentation Guidelines

It is important to remember that you are always presenting yourself. Always. You are representing yourself and your company with every personal, professional, and social media interaction you have. It takes an average of 12 ‘touches’ for someone to remember you or your business, but it only takes one bad impression to be remembered forever.

TIP: Be mindful of your appearance; nametag worn on the right side, appropriate attire for the event, and smile! Your voice ‘radiates’ when you smile, and it will come across in your presentation.

Depending on the type of event you are participating in will dictate the length of your presentation. Let’s explore a couple:

Introduction

When you have less than 10 seconds to make an introduction, try to make it memorable.

Example: Helen Johnson, ABC Plumbing, “our pipes will make you burst”.

Elevator Speech

An elevator speech is a brief commercial about you and/or your company. It communicates who you are and how you can be of benefit. It is about 30 seconds – the time it takes people to ride from the top to the bottom of a building in an elevator. It is important to rehearse your 30 second elevator speech in front of a mirror or with a friend. Be sure to practice it out loud so it sounds natural. Your elevator speech should not be longer than 80 – 90 words or 8 – 10 sentences.

Event Sponsor

Depending on the type of event you are sponsoring, you may have anywhere from two to five minutes. Please make sure you know the allotted time frame – nothing like speaking for ten minutes when it was supposed to be two! Not the impression you want to leave. Regardless of the timeframe, try to structure your speech into three components: an opening, a body, and a closing. With the opening, grab your listeners’ attention by telling them what you are going to speak about. This is what everyone in the room wants to know and you will have their attention. Example: My name is Suzie Cooper, XYZ Lending, and I can help you get your buyers’ mortgage approved. The body of your presentation – whether two or five minutes – will detail what you told them in the opening, but try to limit yourself to three points. People best retain up to three pieces of information. In this example, Suzie will list and then explain the three ways she can ‘get your buyers’ mortgage approved’. The final part of the presentation is a summary and closing statement. You can make a powerful closing statement by restating the opening remark. This brings the presentation full circle and sums up why they are listening. Your very last remarks should be to re-introduce yourself and thank them for their attention.

Networking Matters

As an affiliate, one of your benefits is the ability to network with Realtor® members as well as other affiliates and grow your business. Networking is a fantastic way to get to know others within your own industry, as well as getting to know the Realtor® members. By supporting the members of BROWARD, PALM BEACHES AND ST. LUCIE REALTORS®, your business is sure to expand and benefit you and your company.

Networking Opportunities and Goals

There are many opportunities to attend various functions where there are networking opportunities. Throughout the year, there are after hour social events, luncheons, training classes, breakfast meetings, marketing madness events, and more. These are a terrific way to meet Realtor® members and other affiliates to learn about their business and set future personal meetings to learn more about the member and share information about your business.

Get to Know Affiliates

As affiliates, many hope to land that big referral source, whether it's a top producing agent or a team. And while that is a focus, many affiliates miss another opportunity to grow their business through their fellow affiliates.

Affiliates are great referral sources in addition to Realtor® members. Keep in mind that all affiliates are here to do business, and we all benefit when we get to know each other and are able to understand each other's business offerings and solutions. What a great feeling it is to know who to suggest when our customer or acquaintance needs a great roofer, handyman, title agent, plumber, landscaper, lender, moving company, painter, interior designer, and more.

Even getting to know your competitor can benefit you and your customer. While we would all like to offer every product or service in our industry, many times that is just not reasonable. If you are a painter, and only handle large jobs, or exterior work only, knowing another reputable referral source can strengthen your own business by cross-referring to a more appropriately sized or focused painter as an example. As a lender, you may not specialize in certain loan types, property types, commercial real estate loans, and the like – knowing who to refer can grow your own business with a cross referral from that lender who may not offer a product that you offer.

The next time you are at a function, make it a goal to meet at least one affiliate that you don't know in addition to the Realtor® members. Who knows? They may need your services as well.

Here are some Networking Tips that are sure to improve your results:

BEST PRACTICES FOR NETWORKING

- Develop a memorable introduction for yourself, an “Elevator Speech”. Short, sweet, and to the point!
- Put YOUR business cards in only 1 jacket/pant pocket, leaving the other one free for “collection”. Reaching straight for your card without hesitation (and more importantly, finding it there) gives the appearance of good organization.
- Check your appearance! You get only ONE chance to make a great first impression. Make certain folks remember you for the right reasons.
- SMILE! Exude friendliness and enthusiasm. People are drawn to pleasant people.
- Ask questions, and above all, LISTEN to the answers. A perfect example is at networking and social functions, ask how long they have been an Association member, what committees interest them, or what committees they serve on. Ask if they have heard of the speaker/venue/etc before, general questions that may spark a conversation. You don’t have to know much about the topic, the important thing is to establish dialog and build rapport.
- DO NOT SELL! DO NOT SELL! DO NOT SELL!!!! Networking is all about establishing rapport, letting people get to know you, and learning about other people and commonalities you share. There will be plenty of time in the future to close the deal. Do not make a potential customer feel intruded upon at an event that is intended to be fun!
- Hand out your business cards wisely. Use it as a means to follow up with a personal exchange. If it isn’t suitable, keep your card in your pocket! DO NOT use your card as an “In Your Face” sales tactic. That is a sure-fire turn-off.
- Stay moderate in the food and beverage department. Remember about first impressions (see bullet #3), you only get one! Don’t over indulge and don’t race to the front of the line. Try a “Mock Tail” beverage that appears to be alcoholic but is not.

AFTER the Networking Event

- Follow up with the contacts you’ve made. Make it personal. No one ever forgets a hand-written note, the time and effort makes for a lasting impression. And by all means, make sure you deliver on a promise you made. Not coming through on your word is also memorable.
- The Follow up contact is just as important as the first initial meeting. Make it personal, treat your potential customer or referral partner as you’d like to be treated.

WORKING A ROOM

- Be more of a Host, less of a guest. Introduce newbies to circles you're familiar with!
- Avoid "Rock Piles" (closed circles.) You want to be, and appear to be, all inclusive.
- Be cognizant of your body language. No one will approach you if you don't look approachable.
- Free your hands and the rest will follow. Do not arrive with a ton of bags and items that you have to carry and hang onto all night, makes for an awkward introduction and handshake.
- "Show and Tell", have a few conversation topics ready so there is not wasted time on "dead air" (and awkward silences).
- Resist your Device! You're there to network with live people, so use that time wisely!
- Avoid Lingering, and try not to spend the entire evening with people you know well and already see a lot of. This is your opportunity to get to know NEW acquaintances!
- Don't Over-do it. Don't be a "sprinkler" and rapidly work the room, throwing your business cards at everyone you see. Make a few, quality connections, and follow up.

FOLLOW UP!

- Reconnect via email or Social Media, it's easy to stay in touch these days! A hand-written note is also a kind, memorable, way to reconnect after an initial meeting.
- Offer a 1-on-1 Invitation to coffee or happy hour, a personal and purposeful interaction.
- Get to know their needs, let them understand you're there to assist them as a partner.
- Ask for the Referral, don't be shy!
- Take Notes, show an interest, and remember key attributes and facts for future.

Tips and Testimonials from Members

"I met a potential client who was all set with his insurance needs, but he enjoyed our conversation and asked I follow up at a later date. Every few months I would touch base with him as requested, after a year of corresponding, he was ready to do business. I now insure 3 of his properties and know that I have a client for life. Relationships take time to develop, patience and follow up is key."

Amanda Simms-Castorino, Stonebridge Insurance Agency

"Provide helpful information/tips without asking for a sale. Providing content relevant to the end goal of the consumer. For example, providing a new Realtor® simple tips regarding ways to keep insurance cost low."

Amanda Simms-Castorino, Stonebridge Insurance Agency

“Be available and responsive, even if you cannot assist. Answer calls, emails, any correspondences immediately. Even if you do not have an answer or solution, communicating simply shows a manner in which you would respond in the future.”

Amanda Simms-Castorino, Stonebridge Insurance Agency

Common Misconceptions

- Meeting someone at a mixer or event and getting their card will not immediately place you on their referral list. Take time to schedule another meeting to get to know the other person to determine if you share similar business practices and are comfortable referring your clients to them. Don't expect an immediate return, it takes time to form relationships that result in referrals.
- Sponsoring an event is an effective way to get your name out there but spending money alone will not bring a positive return on your investment. It takes follow up after the event to get the return on your investment.
- Joining as an affiliate without participation is unlikely to bring about any meaningful referrals.

Reference Material on the Web

6 Tips for a Successful Networking Mixer (BNI)

<https://www.bni.com/the-latest/blog-news/6-tips-for-a-successful-networking-mixer>

10 Networking Tips for Working Any Room (Keller Williams)

<http://blog.kw.com/2015/02/04/10-networking-tips-working-room/>

10 Networking Tips for People Who Hate Networking

<https://www.grammarly.com/blog/networking-tips/>

Realtor® Party Involvement

As an Affiliate, WHY should I give to - and be involved with - RPAC? (The Realtors® Political Action Committee)

Realtors® and industry professionals like us need to have a voice in government. This is critical to creating and maintaining a positive and successful environment for the real estate industry.

When you give to RPAC, your dollars are used to support issues and candidates at the local, state and federal levels, who value and act in the best interest of homeownership and a healthy real estate industry.

The REALTOR® Party has, and will continue to, support candidates based on their positions on issues affecting the real estate industry, regardless of a candidates' party affiliation.

The candidates the Realtors® of the Palm Beaches' and Greater Fort Lauderdale Board of Directors recommends support for have either been through a candidate screening process composed of REALTORS® or have proven in the past to be champions of the real estate industry.

Essentially, your RPAC donations are the best insurance there is for homeownership, our industry, our companies, and our jobs.

Ways Affiliates Can Help:

- 1) **Make your personal contribution.** The minimum donation is \$20.00. If you can, consider one of the higher commitments. Pledging \$1,000 makes you a Major Investor. You will be recognized individually and in group settings throughout the year for this investment. This commitment truly demonstrates your commitment to the industry and will open doors for you. **Then wear your donor pin proudly!**
- 2) **Make your corporate contribution.** A corporate major investor opportunity also exists and is also an excellent way to show your commitment to real estate and REALTORS®, and to make a difference for the issues that are important.
- 3) **Take the time to understand RPAC.** Get fluent in what it's about and talk to other members about it. Do this in formal settings (at office sales meetings, for example) and in informal settings (one-on-one with Realtors® and members).

- 4) **Volunteer on the RPAC fundraising committee.** Got creative ideas and willing to roll up your sleeves and make them happen? Nominate yourself for this impactful volunteer role. (By the way, it doesn't hurt that you'll be sitting on a committee with plenty of brokers and local industry leaders.)
- 5) **Donate RPAC auction items.** Among the most important fundraisers for RPAC are the auctions, which occur a few times per year. Affiliates are asked to donate high-value auction items. Think about what you can offer and be creative! Examples of popular donations include:
- a high-value service that Realtors® need (like a free photography or free inspections for a year)
 - restaurant gift cards, spa packages, hotel stays, etc. - Who do you know that could offer you something like this? Or, you can purchase it.
- 4) **Bid on auction items.** This is one of the most fun ways to fulfill your annual pledge. When you get restaurant gift cards, wine packages, great designer purses, and more, it's not so hard to "spend" your \$1,000+ pledge commitment.

5) **Support other RPAC activities, too.** Celebrity bartending nights are a great example.

In summary, take the time to know what RPAC is, and why it's important. Make your donations and get involved as much as you can with fundraising. You'll be supporting the industry in one of the most impactful ways possible. You'll also be helping position your business as a serious player in local issues related to homeownership and a healthy real estate market.

What Affiliates Say About RPAC:

"When I was serving as Director of Sales and Marketing for Picture It Sold Photography, I had an "ah-ha" moment when it came to RPAC. I saw the tangible benefits of supporting the Realtor® Party during the FAA drone technology regulatory debate of 2014-2016. During this campaign, the Realtor® Party invested PAC funds to fight for the legality to allow drone technology to be used for real estate and other industries. The owner of the company (Cliff Finley) and I both saw a natural benefit to the real estate industry and to our company as we are among leading companies in Palm Beach County offering aerial photos and videos. When we heard the National Association of Realtors® were among the lobbying groups for regulations to make drone technology safe, accessible, and affordable for real estate and related industries, we knew we had to step up and become major and corporate investors."

-Jana Osofsky, Signature Home Maintenance

What Has RPAC done for me, lately?

Here are some examples of recent successes that RPAC contributions made possible:

- **COVID-19 business liability protections** — [Senate Bill 72](#) provides protections for Florida businesses and healthcare providers from lawsuits resulting from COVID-19-related circumstances. Highlights of the bill include a lawsuit requirement to provide an affidavit from a physician attesting that a company caused the injuries/damages, and immunity from liability if a court determines a company made a good-faith effort to comply with government health standards. Effective: The bill became effective on March 29, 2021, when Gov. Ron DeSantis signed it into law.
- **Community association improvements** — [Senate Bill 630](#) ensures Realtors and other essential workers have the access needed – even during a declared state of emergency – to sell or lease condominiums and HOA properties. It also contains a \$150 transfer fee cap, and it allows community associations to stop discriminatory restrictions. Lastly, it prevents an HOA from enforcing newly adopted long-term rental restrictions against property owners who voted against the changes. However, the amended rental restrictions would apply to subsequent purchasers. Effective: July 1, 2021.
- **Limiting Impact fees** — [House Bill 337](#) will limit increases in impact fees, which many local governments collect to help pay for growth-related costs. The bill prevents impact fees from being increased more often than every four years and caps the increases at 50%. It also requires impact fees to be implemented in certain increments depending on the size of the increase. Lastly, it allows local governments to exceed the fee limits if they can meet certain legal criteria. Effective: June 4, 2021
- **A tax break for elevated homes** — [House Joint Resolution 1377](#) creates a proposed constitutional amendment concerning the assessed value of homes that are elevated. If voters approve the measure in 2022, the improvement would not be considered in determining the home’s assessed value provided the work meets National Flood Insurance Program and Florida Building Code elevation requirements. The tax break is part of an overall effort to incentivize adaptation and resiliency within the state. Effective: Upon the approval of Florida voters.
- **Combating sea level rise** — [Senate Bill 1954](#) creates the Resilient Florida Grant Program within the Department of Environmental Protection (DEP) to provide grants to local governments for resilience planning, data collection and adaptation projects, which will be sequenced through a statewide plan. Additionally, the bill assigns the University of South Florida to lead research and innovation regarding flooding and sea-level rise for the state. Effective: Upon being signed into law.
- **Protections for home-based businesses** — [House Bill 403](#) ensures that local governments may not treat a home-based business differently than other businesses. It also allows any adversely affected home-based business owner to challenge any local government action regulating home-based businesses, with the prevailing party potentially recovering reasonable attorney costs. Effective: July 1, 2021.

- **Easier tax relief for seniors** — Currently, low-income seniors must submit a sworn statement of household income annually to maintain an additional homestead exemption that some local governments provide. [House Bill 597](#) changes that requirement so that the document only needs to be submitted when first applying for the exemption. Property appraisers must annually notify these seniors of the adjusted income limitation for that year, and in turn, be notified by a senior if their income exceeds the limit. Effective: July 1, 2021.
- **Permanent funding for affordable housing programs** — [Senate Bill 2512](#) guarantees that 50% of the money available in the State and Local Government Housing Trust Funds is allocated to affordable housing programs. The remaining 50% will fund sea level rise infrastructure and wastewater infrastructure projects. Effective: July 1, 2021.
- **Recognizing private property rights** — [House Bill 59](#) requires local governments to add a component to their comprehensive growth plans that considers the private property rights of the owners impacted by those plans. The bill also requires the Department of Transportation (DOT) to afford first right of refusal to the previous property owner of land DOT purchased within the last 10 years. Effective: July 1, 2021.
- **Easing burdens on property rights** — [House Bill 421](#) modifies the Bert Harris Act, which provides legal remedies for owners whose property rights are burdened by local government actions. These include: reducing the timeframe under which a claimant must notify the government before filing an action; specifying that written settlement offers are presumed to protect the public interest; allowing the claimant to have the court, rather than a jury, determine damages; extending the point from which a prevailing claimant may recover attorney fees and costs; and authorizing a property owner, under specified conditions, to notify the government that they deem a law or regulation’s impact on their real property to be restrictive of allowable uses. Effective: October 1, 2021.
- **Florida building code changes** — [House Bill 401](#) allows the Florida Building Commission to issue an “errata to the code” to demonstrate errors within the Building Code if approved by a 75 percent supermajority vote of the Commission. The bill also allows for a substantially affected person to petition the Commission for a nonbinding advisory opinion to a local government regulation which was not adopted as an amendment to the Building Code by the local government at the correct time. The bill prohibits regulations on building design elements for single-family and two-family dwellings except in certain circumstances, restricts local governments from using FEMA preliminary maps to adopt land-use changes or permits, and adds to the list of already approved private inspection services, single-trade inspections. Additionally, the bill requires the Commission to adopt rules for approving product evaluation entities that the Commission may suspend any product evaluation entity. Finally, the bill prohibits any local government from requiring a contract between an owner and a builder before applying for a building permit and allows a local government to use private inspectors for their projects and spend excess fees for local government projects or training employees within four years. Effective: July 1, 2021.

BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Event Staff

These are the folks you need to know! Acquaint yourself with the staff person in the geographic area or niche department that best suits your business services and products! These key staff members can help direct you on events, classes, and/or sponsorships in any of our 6 office/regions.

- Jessica Lowe, Senior Vice President of Programs & Global Liaison jlowe@rworld.com
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- Emily Cincotta, Professional Development Manager – Palm Beach County ecincotta@rworld.com
- Megan Love, Affiliate Membership Concierge mlove@rworld.com

BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Directory

Located on the MEMBER PORTAL, the Membership Directory can be searched by Member Type Realtor® or Affiliate, and can be further searched by name, city, Primary Field of Business, and even Language! You can also Hover over the Directory Tab to locate the full Affiliate Roster.

Access the BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® Member Directory

>> <https://rworld.com/top-affiliate-sponsors>

Marketing Madness

What is it?

BROWARD, PALM BEACHES AND ST. LUCIE REALTORS® hosts a uniquely fun event called Marketing Madness where members get to enjoy breakfast and network with fellow REALTORS® and Affiliates, increasing knowledge of local listings, products, services, events and programming.

What are the Benefits of Marketing Madness?

- 1) Sponsorship opportunities for Affiliates!
- 2) Networking with Affiliates and Realtors®.
- 3) Opportunity for consistent participation and attendance.
- 4) Ideal for newer affiliates, or affiliates breaking into new geographic regions.

Marketing Madness South Florida Facebook: <https://www.facebook.com/groups/1751119105112004/>

Acknowledgements

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