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Things to Know....

- Please have CAMERA On at All times
- Please be sure to have the correct name for Registration Credit
- As you log in, send your name and license number via chat
- If you have questions, please send them via the chat
- Find the CHAT Area for Additional Details
- The Presentation is for the time mentioned in registration
- Download your Orientation materials at <u>https://www.miamirealtors.com/orientation</u>
- Thank you for Joining us, remember all things real estate begin with MIAMIRealtors.com







Levels of Association Membership

National level National Association of REALTORS[®], (NAR)

> State Level Florida REALTORS[®], (FR)

> > Local Level MIAMI REALTORS®





NAR Member Resources





Member Benefits How to Join Dues Membership Information





- The National Association of REALTORS[®] was founded as the National Association of Real Estate Exchanges on May 12, 1908 in Chicago by 120 founding members.
- America's largest trade association, representing 1.5 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries with Headquarters in Chicago and Washington, D.C.
- MISSION To empower REALTORS[®] as they preserve, protect and advance the right to real property for all.
- VISION Our vision is to be a trusted ally, guiding our members and those they serve through the ever-evolving real estate landscape.
- DIVERSITY & INCLUSION NAR fully embraces perspectives from all walks of life—regardless of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation or any other qualities by which we may define ourselves.



Value of Membership (NAR)



- Political clout through the fundraising and campaign contributions of RPAC
- Making your voice heard by lawmakers and regulators in Washington, DC that fights exclusively for homeownership, real estate investment, strong communities, and the free enterprise system.
- The campaign ads rally consumers to "Look for the R" for reassurance, resources, and reliable guidance on their path to property ownership.
- Realtor Benefit Package
- Visit Realtor.com create your free profile
- Code of Ethics <u>https://www.nar.realtor/about-nar/governing-documents/code-of-ethics-training-selection</u>



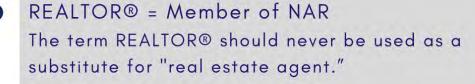


REALTOR® TRADEMARK AND HOW TO USE IT



REALTORS miamirealtors.com

FIVE KEY FACTS



Non-members may not use the REALTOR® marks.

- Design standards for REALTOR® marks must be followed.
- Members can use the REALTOR® trademarks, with limitations.
- REALTOR® marks can be used on the internet/ marketing. Members are allowed to use the REALTOR® marks only to indicate membership in NAR by using the marks with a member's name or with legal name of a member broker's real estate.





WHAT IS NOT ALLOWED: ADJECTIVES



WEB DOMAINS

eluxuryrealtor on Facebook, Instagram, Twitter, Pinterest, TikTok www.neighborhoodrealtor.com

E-MAIL

bobthebestrealtoregmail.com

SUNBIZ

Realtor Services, Inc.





WHAT IS NOT ALLOWED: PLACES

SOCIAL MEDIA

WEB DOMAINS

erealtorofsouthflorida on Facebook, Instagram, Twitter, Pinterest, TikTok www.miamisbestrealtor.com

E-MAIL

karen@miamibrowardrealtor.com

SUNBIZ

Miami Realtor Services, Inc.







WHAT IS ALLOWED

YOUR NAME, PUNCTUATION, REALTOR®

Nancy Fernandez, REALTOR®

SOCIAL MEDIA

enancy.fernandez.realtor on Facebook, Instagram, Twitter, Pinterest, Tik Tok

E-MAIL

nancyfernandezrealtor@gmail.com

WEB DOMAINS

www.nancyfernandezrealtor.com



Trademark Resources

NAR Logos & Trademark Rules



NAR Trademark Use on Social Media



NAR Trademark Protection Program



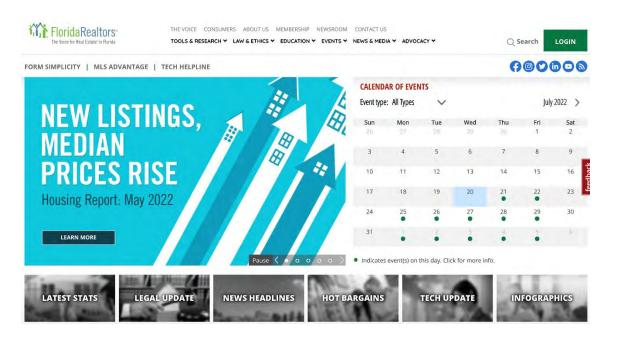
NAR Limitations on License to Use the Marks



Trademark Questions? Email <u>trademark@miamire.com</u>



Florida REALTORS[®] (www.floridarealtors.org)



- For REALTORS[®], By REALTORS[®], : Who We Are and What We Do
- For more than 100 years, Florida Realtors, the state's largest trade association, has been working to meet the needs of the real estate community and Florida homeowners.



The Value of Membership (FR)

- Florida REALTORS® News via email every business day
- Free Florida Realtors Legal Hotline
- Free, up-to-date real estate forms
- Exclusive member discount programs
- Member pricing for the annual Florida REALTORS[®] Convention and Trade Expo
- Access to the latest market research
- Infographics and SunStats
- Ability to proudly identify yourself as a Realtor[®] and use the trademark on your business cards and promotional materials In-depth and up-to-date housing market research and infographics.













- The MIAMI Association of REALTORS[®] was chartered by the National Association of Realtors in 1920!
- MIAMI represents over 60,000 real estate professionals In Florida MIAMI members represent 25% of the REALTORS[®].
- Comprised of six organizations, the Residential Association, MIAMI REALTORS Commercial, the Broward MIAMI, A Division of MIAMI REALTORS, JTHS-MIAMI, a Division of MIAMI REALTORS in the Jupiter Tequesta Hobe Sound area, MIAMI REALTORS YPN, our Young Professionals Network Council and the award-winning MIAMI REALTORS Global Council
- Knowledgeable, engaged professionals
- Timely, valuable training & education
- GREAT CUSTOMER SERVICE





- Your Membership includes access to over 225 Products and Services From Big Data to International Exposure to CRM, Our products and services will help you improve your respective real estate business.
- Community and Private Property Advocate MIAMI, known as The Voice for Real Estate, vigorously advocates for private property rights thereby benefiting MIAMI members, property owners, and the local communities at large.
- Locations 8 in Covering South Florida!



REALTORS

MIAMI HQ

700 S. Roval Poinciana Bl., Ste 400 Miami, Florida 33166

Monday - Friday 9:00 am - 5:00 pm





Coral Gables, FL 33134



Northwestern Dade/Hialeah

415 West 51st PL., Suite 200 Hialeah, FL33012

Aventura

20803 Biscayne Blvd, Suite 460 Aventura, FI 33180





8 office Locations

- 4 in Miami Dade County
- 3 in Broward County
- 1 in Palm Beach County





BROWARD LOCATIONS



West Broward – Sawgrass

13680 NW 14 St., Sunrise, FL. 33323...



Northeast Broward

6451 North Federal Highway, Suite 116, Fort Lauderdale, FL. 33308...



Southeast Broward – Hollywood

1 Oakwood Blvd., Ste 180A, Hollywood, FL. 33020...





JTHS MIAMI

Located at Alt AIA – 2 miles North of PGA Blvd.





Things to Know....

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- Please be sure to have the correct name for Registration Credit
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- If you have questions, please send them via the chat
- Find the CHAT Area for Additional Details
- The Presentation is for the time mentioned in registration
- Download your Orientation materials at https://www.miamirealtors.com/orientation
- Thank you for Joining us, remember all things realestate begin with MIAMIRealtors.com/







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POWER **MIAMI YPN** of **MIAMI YPN provides...**

• Chances for Leadership & Influence

Global

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- Education & Inspiring Events
- Entertainment & Connections
- Community Outreach
- Political Advocacy

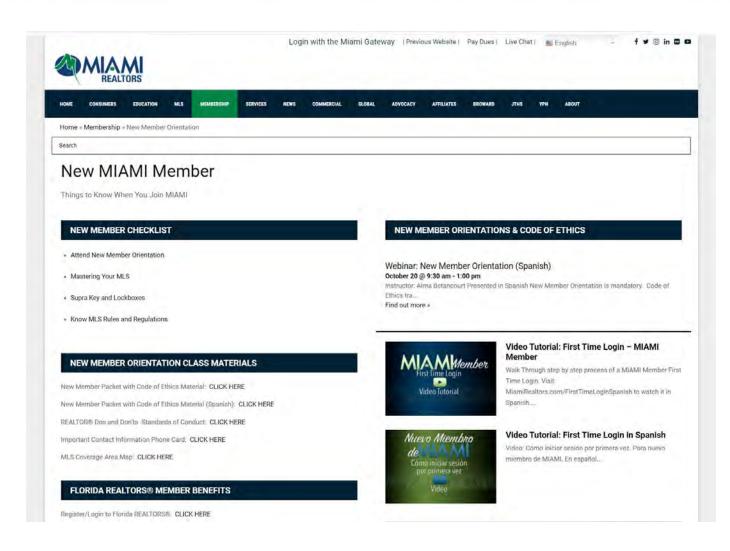


Orientation

miamirealtors.com/orientation

- New member login
- New member checklist
- Orientation Class Materials
- Trademark links
- Pathway to success









All Things Real Estate Begin with MiamiRealtors.com

Visit MIAMIRealtors.com/services

- Multi-Media, Photos, Videos
- Seller/Buyers, and CMAs
- Websites, IDX & Syndication
- Big Data
- Customer Engagement
- Paperless Transactions
- CRM
- International Exposure





Education

Pathways to Success

- Offers nearly 4,000 Seminars Annually
- Via Zoom & at our office locations
- Live Chat
- Conference Centers
- Social Media IG Handle
 @themiamirealtors





Licensing Courses offered by MIAMI

All Florida real estate licenses expire March 31 or September 30.



All real estate licensees are required by the Florida Real Estate Commission (FREC) to complete a **45 Hour Post License Course within the first two (2) years of obtaining their real estate license.** This applies to all licensees with active or inactive real estate licenses. Failure to complete this requirement within the first license licensure period will result in the loss of the license. Don't let this happen to you.



This course is required every two (2) years prior to real estate license renewal and includes the 3-hour Core Law requirement. Taught in our state-of-the-art classrooms three is NO EXMA REQUIRED for the successful completion of the course. Our experienced, practicing real estate professionals facilitate a lively learning experience covering current real estate laws both federal and state along with any recent changes.



This course meets the 3 hour Core Law requirement for all renewing Florida real estate licensees. This course will cover a variety of topics including updates and clarifications on the Florida Real Estate Commission's (FREC) most current rules and regulations specific to the practice of real estate. This course can be taken alone or as part of the 14 hours.



This course meets the 3 hour Business Ethics requirement for all renewing Florida real estate licensees. This course will cover a variety of topics including updates and clarifications on the Florida Real Estate Commission's (FREC) and NAR most current rules and regulations. This course can be taken alone or as part of the 14 hours. THIS COURSE MEETS NAR REALTORS CODE OF ETHICS REQUIREMENT.



Interested in becoming a Broker?

Must be licensed for a minimum of 2 years. Take the 72-hour Broker Course (FREC II) for only \$279 (book not included). (100-question end-of-course exam. A passing score of 70%).



Post License

The Florida Real Estate Commission rules require anyone with a Broker's license to complete 60 hours of Post-License education prior to their first renewal period. Failing to complete the Post-License course before the renewal of your first license will result in the loss of your license.

 30-hours of Brokerage Management (50-question end-of-course exam. A passing score of 75%).

 30-hours of Real Estate Investment Analysis (50-question end-of-course exam. A passing score of 75%).



Power of MIAMI - Services

NEW FREE FROM MIAMI Page - miamirealtors.com/freefrommiami

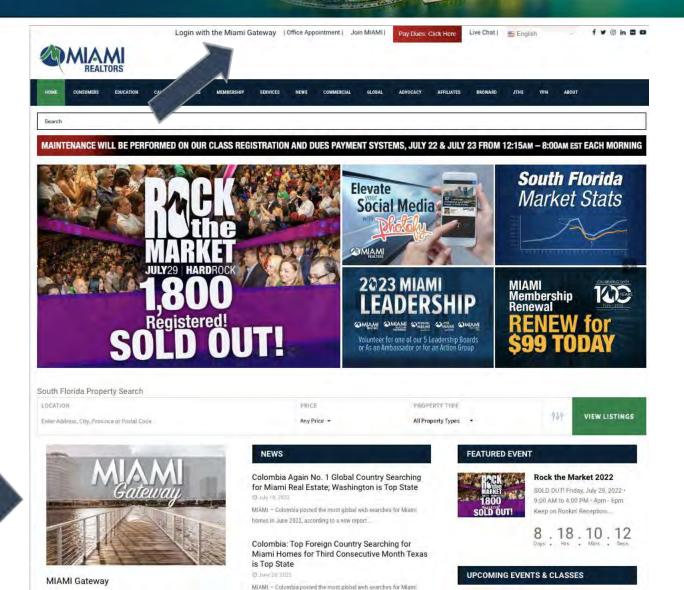
- Access our more than 80 REALTOR[®] Products and Services FREE For MIAMI Members. From Big Data to International Exposure to CRM, our products and services will help you improve your respective real estate business.
- Join us for Working with Buyers and Sellers to cover more than 15 of the services in class.





- How to enroll for class
- How to login
- Simply click the MIAMI Gateway

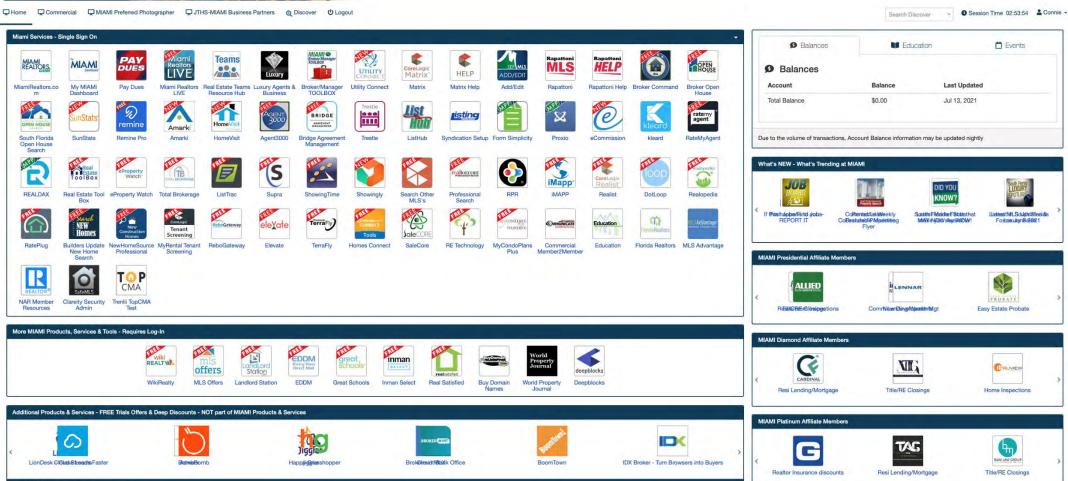
2 Access Points to Gateway to Single Sign On Services







Click here to see additional services available



Live Chat



Your MLS Options









MLSAdvantage™ Where Realtors® in Florida Share Listings









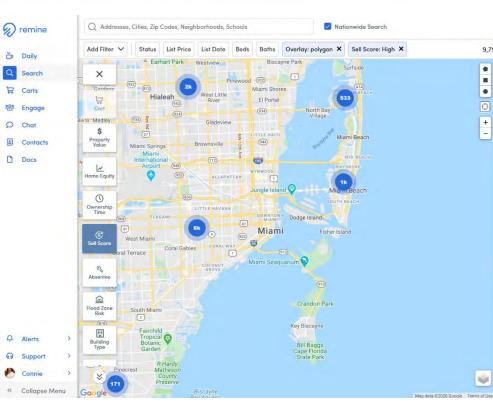




Comprehensive Intuitive Modern MLS Remine Pro

- Prospecting and Farming
- MLS Search
- Nationwide Search
- Tax Detail
- CMA reports

Join us for a Remine Pro, Prospecting and Farming, and Virtual Presentation of Your Listings Course!





Another way to search the MLS, tax, consumer info and more an all-in-one tool designed to keep real estate professionals and consumers engaged on their home buying process. Sleek, easy to use front end platform for desktop and mobile.

Key Features:

- Advanced search options for business prospecting
- Easy natural language property search
 Nationwide MLS and public record data
- · CMA 360
- Customizable agent webpage
- Customer engagement and real time chat
- Customer mortgage and FREE credit score
- Predictive analytics
- CRM capabilities
- Document creation, e-signature & transaction management
- Targeted marketing integrations
- Available on mobile and desktop



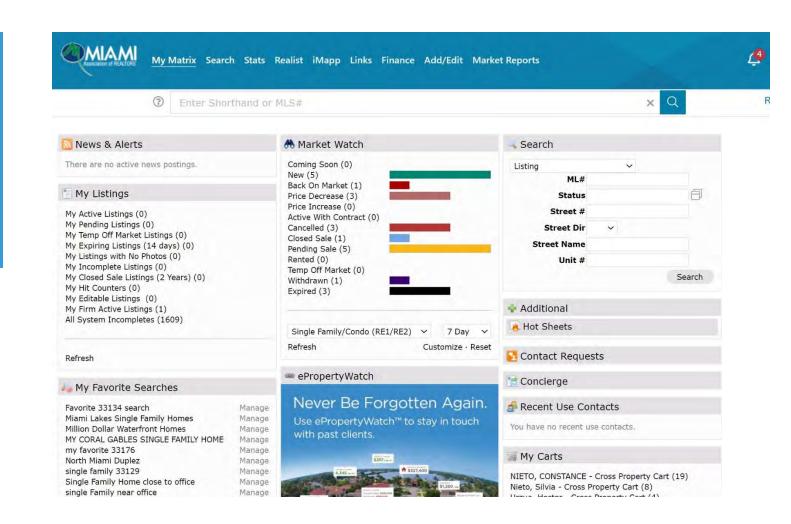


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REALTORS miamirealtors.com

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MLSAdŷantage[™]

Where Realtors® in Florida Share Listings

MLS Advantage" Where Realtors* in Florida Share Listings						Welcome, Connie	Account: I Logout	
SEARCH REPORTS	CUSTOMERS	MY LISTINGS	СМА	HELP	TRAINING	FEEDBACK	67 FloridaRealtors	
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				Searc	ch Name 😫			
							Save & Search	
MLS Listing ID 9							_	
MLS Listing Number							Search	
SEARCH BY RADIUS								
Address			_	Zip Code	Distance 1 mile		Search	
					1 mile		Search	
County 9		City 😝			Zip Code 😡	Zip Code 😌		
County		City			Zip Code			
Property Type	Property Status				Business Type			
Single Family ×	Active ×				Business Type			
Price				Price				
Min • to	Max	•	OR		to			
Bedrooms				Bathrooms				
-				1.41-	21 a Da		2	



MIAMI offers 4 Tax Programs









These products are included with your MIAMI Membership at NO Additional Charge!

Search property sales history, complete a CMA, create mailing labels and verify ownership

	\$iMapp*	🔊 remine	Realist ⁻	♣RPR	
Features	iMapp	Remine Pro	Realist	RPR	
Miami-Dade, Broward and Palm Beach	√ √	V	V	V	
Frequency of Sales Updates	Daily	Daily	Daily	Weekly	
Comparable Market Anaysis (CMA) 🗸	V	V	V	V	
Link to tax record from MLS listing	V			V	
Dade and Broward MLS data included	V	V	V		
Ability to save searches	V	V	V	√	
Email Reports	V	V	V	√	
REO Search	V	√	\checkmark	√	
Interactive Maps		aerial-street-plat-flood heatmap-AirBnb	aerial-street-plat-flood aerial-street-plat	aerial-street-flood-heat POI's-geogrpahic area	
Foreclosure	V	V	V	√ 	
Demographics	V	V	V	√	
Mailing Labels	5,000	V	2,500	5,000	
Designer Charts and Graphs		√	\checkmark	V	
Neighborhood Profile	V	√	V	√	
Mobile/Tablet version	\checkmark	√	V	√	
Mortgage Detail	V				
Flood Zone Information	V	√			
Nationwide Tax Data		√	V		
Florida Tax Info	V	V	V	V	

Things Remine does in addition to the above list: Estimated Mortgage Balance information Direct integration with a mailing company Consumer information/Contact info Predictive analytics Interactive Share

WANT TO LEARN MORE?

Take a class ■ iMapp Tax Roll Solutions Realist Tax Roll Solutions REALTOR Property Resource



Register for these classes at **miamirealtors.com/calendar**





transactions. made simple. finally.



- Access to a library of online, downloadable forms which are always up-to-date.
- Create, edit, download, print and email forms to customers
 Populate your forms with data from your association's MLS database and
 or Import tax data records.
- Web-based, no software to install. Develop standard forms packages for planned transactions.
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inman SELECT Be Smart About Real Estate MIAMI Members: **FREE** \$199/YR. inman SELECT



Select Breaking News By Award Winning Journalists
Real time surveys that tap the expectations, plans & mood of the industry
Searchable 60,000 news article database for your presentations and research
Select daily tech reviews



- miamirealtors.com/socialmedia
- 4 Part Social Media Course
- Social Media Resources
- Industry Specific Facebook Business Page
- Business Instagram Account
- LinkedIn Profile
- Lead Generation Techniques
- & More







Essential Marketing Tool

- NEW Ok To Advertise NEW
- NEW Eve Al
- NEW 3 Listing email Templates
- NEW Brand & Market 7 Programs
- Unlimited Landing Pages
- Easy-to-use Social Media Tools
- Beautiful Custom Flyers in under 30 seconds
- Single Property Websites with 1 click
- Craigslist HTML Code for Beautiful Ads in seconds
- **OR** Codes
- Sign Riders
- Graphs (linear regression scatter plot, sales volume, average DOM, listing inventory)
- Reports (agent ranking, absorption rate, area sales comparison, production statistics
- 4 classes for a Magnificent product!





FREE for MIAMI Members

For an All-in-One Marketing Solution at no cost to you:

- Unlimited Landing Pages
- · Easy-to-Use Social Media Tools
- · Beautiful Custom Flyers in under 30 seconds
- Single Property Websites with 1 click
- · Craigslist HTML Code for Beautiful Ads in seconds
- OR Codes
- Sign Riders
- Graphs (linear regression scatter plot, sales volume, average DOM, listing inventory)
- Reports (agent ranking, absorption rate, area sales comparison, production statistics)

For optional upgraded services and a true "1 Stop Shop": Get access to ALL of the following additional features for ONLY \$20 per month with NO Contracts & NO SETUP FEES or \$225 per year (\$15. savings per year),

 Professional & Secure Mobile Friendly IDX Website with UNLIMITED Content, Blog. an Instant Home Valuation, Automatic Featured Listings, Market Trend Graphs and more...

- CRM (Customer Relationship Management)
- · Lead Routing for Brokers and Teams
- · Agent Roster for Brokers and Teams
- IDX Lead Tracker
- Drip Email Campaigns
- Action Plans
- Market Trend Campaigns
- Video Emails Video Tours
- Transaction Manager
- Document Manager Calendar

www.miamirealtors.com/agent3000



eProperty Watch

Be the Neighborhood Expert *Every* Month

Auto-email property insight reports to homeowners.

Logic

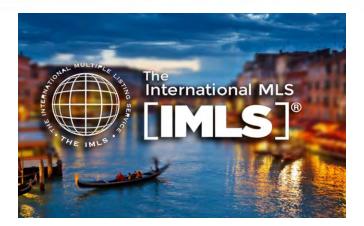
Home Value | Neighborhood Activity | Market Trends

- Makes you the market expert and sponsor that prospects rely on for home values and neighborhood activity
- Agent branded emails, keeping your name top-ofmind
- Interesting drip-marketing platform
- Dynamic and fresh data each month
- Enroll and import up to 2, 500 customers



International Products – MLS & Referral Systems





- Complimentary membership
- All your listings are now promoted on portals
- Your listings are also advertised on thousands of other agent and broker sites globally in 100+ languages with IMLS IDX searches
- Build your complimentary IMLS Agent Directory full agent profile
- Complimentary Agent Directory Listing enables you to network internationally with buyers, sellers and other real estate professionals





- Your MIAMI Trainers Full Time Technology Instructors
- Over 40+ years of Industry experience
- Classes in English and Spanish
- 225+ Products and Services
- Free Training Courses currently via zoom
- E-mail: <u>Trainers@miamire.com</u>





CartoFront

- Flood Insurance Quote
- A FREE MIAMI Member Benefit
- Get accurate flood zone and estimated flood insurance options with one-click
- Click "The Raindrop" in every listing Icon Bar get results in less than 15 seconds
- Two flood insurance providers: -Government (NFIP) flood insurance -National General (Beyond Floods), a subsidiary of Allstate Insurance
- Two ways to share with your customer: email and Print PDF
- Toggle the CartoFront application to choose English or Spanish language
- Licensed Florida Insurance Agency (Acadian Insurance) available to provide customer support, insurance consultation, policy binding
- Bilingual education, customer support, training resources, online FAQs/Tools





SUPRA



How to Get Supra – Agents & Affiliates

Supra lockboxes are available for MIAMI members and affiliates. Click here to see costs....



Download Supra to my Phone

The Supra eKEY app is available on popular models of smartphones and tablets. Click here...



Supra eKey Use your smartphone or tablet as your lockbox key. The eKEY application uses your phone's...



Supra iBOXes

More models of smartphones and tablets communicate directly with the iBox BT LE keybox than...



Supra Web

SupraWEB is a secure website for real estate agents and office brokers to login and... Supra Video Tutorials You can also find the links to all of our videos on the Supra Video...

Supra

Video Tutorials



Login to purchases your Supra eKey online...

- For details visit miamirealtors.com/supra
- Contact us via email at <u>supra@miamire.com</u> to coordinate
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\$179 per year Includes Access to a Suite of Services

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- Top CMA
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UPCOMING EVENTS & CLASSES

	CONSUMERS	EDUCATION	CALENDAR	MLS	MEMBERSHIP	SERVICES	NEWS	COMMERCIAL	GLOBAL	ADVOCACY	AFFILIATES	BROWARD	JTHS	YPN	ABOUT
arch															
	Q, Se	arch for events	5								FIND EVEN	пв 🔤	Hide Filte	rs	MONTH ~
	TAGS														

(NWD – HYBRID) MLS Matrix X 301 – Data, Statistics, and CMA – Spanish

July 27 @ 9:30 am - 11:30 am FREE

Instructor: Robert Rodriguez

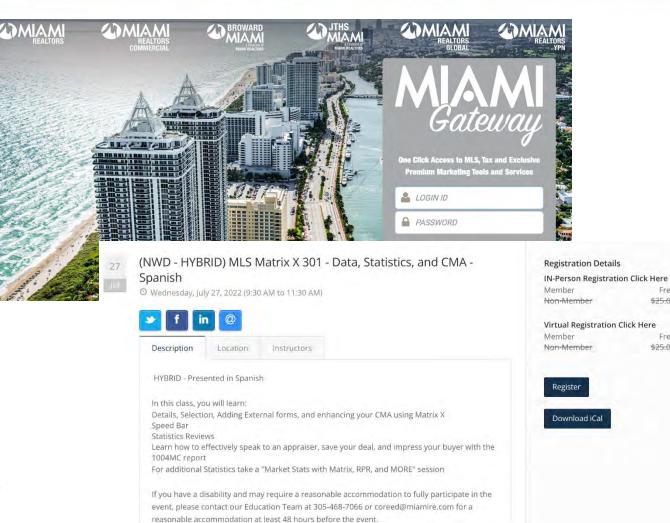
HYBRID - Presented in Spanish

In this class, you will learn:

- Details, Selection, Adding External forms, and enhancing your CMA using Matrix X
- Speed Bar
- Statistics Reviews
- Learn how to effectively speak to an appraiser, save your deal, and impress your buyer with the 1004MC report

For additional Statistics take a "Market Stats with Matrix, RPR, and MORE" session

If you have a disability and may require a reasonable accommodation to fully participate in the event, please contact our Education Team at 305-468-7066 or coreed@miamire.com for a reasonable accommodation at least 48 hours before the event.



Free

Free

\$25.00

\$25.00



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REALTORS miamirealtors.com



Marketing Your Commercial Real Estate Member to Member System (M2M) State of the art attractive digital email marketing

- 5th Largest Commercial Association
- You can reach over **2,600 commercial members** with just a few clicks!
- Email specific haves & needs several times a month!
- **Commercial Member Exclusive**: become a secondary commercial member for less than \$100 a year

MiamiRealtor.com/Commercial



OMMERCIAL ARKETPLAC

The place to market your commercial listings & needs.

BROWARD

Accelerate Your Business with 2 Monthly Opportunities in Broward!

Looking to showcase your listings or present a need? Ready to hear from local experts on the hottest topics in commercial real estate?

Join other Broward-Miami Commercial REALTORS® members as we help you grow your business and close more deals.

MARKET your commercial listings to South Florida's top professionals.

BUILD your business network.

INCREASE your earning potential by gaining knowledge and staying current on commercial market issues.

Second Thursday of Every Month 9AM - 10AM • Continental Breakfast

Fort Lauderdale/NE Broward Office (check website to verify location) 6451 North Federal Highway, Ste. 116 Fort Lauderdale, FL 33308 Fourth Thursday of Every Month 9AM - 10AM • Continental Breakfast

BRUWARD-MIAMI REALTORS

Sawgrass/West Broward Office (check website to verify location) 13680 NW 14th St., Sunrise, FL 33323

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MIAMI Association of REALTORS®

6 Locations to Serve You:

MIAMI H0 | Coral Gables | Northwestern Dade | West Broward/Sawgrass | Northeast Broward | JTHS-Miami MiamiRealtors.com | T: 305-468-7000 | 954-335-5200 | info@miamire.com

Commercial Marketplace

The place to be to market your commercial haves & needs:

Increase your business by presenting your commercial property haves and needs to an ELITE group of real estate professionals, be the first to hear about new listings. Also, bring your brochures and marketing materials, exchange listings and business cards while networking over coffee and breakfast.

*Please note that this is for marketing commercial properties only.

No cost to members but please register

The First Thursday of Every Month

Time: 9:00 AM until 10:30 AM

Location: MIAMI Headquarters Email Paul at paul@miamire.com to confirm location

Cost: FREE for Members \$10 for Non-members

To reserve a space please register at miamirealtors/calendar



Promote your Haves and Needs

Dade Broward & Palm Beach

Always FREE for MIAMI members

Three times a month

Also, LIVE on Facebook!







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REALTORS

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Firefox

