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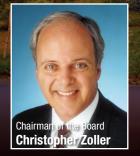
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#### Leadership Issue 2017

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To provide our members the resources and services to deliver the highest level of professional service to their customers and be more profitable and successful in the global marketplace.

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- Broker/Member Profitability
- Commercial
- International
- Government Affairs, MIAMI REALTORS<sup>®</sup> PAC & Housing Initiatives



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Education

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RCA MIAMI is dedicated to leadership in the commercial industry, the real estate profession, and the communities they serve. RCA MIAMI impacts key policy decisions and important issues affecting the commercial industry, analyzes information, has strong legislative initiatives, provides important member services and presents commercial events and programming throughout the year. The Association also provides international marketing tools and resources for its commercial members. With over 2,000 members, it is the largest commercial REALTOR<sup>®</sup> association in Florida and one of the largest in the nation - and offers more education, marketing tools and services than any other. RCA Miami received the first RCA Accreditation from the National Association of REALTORS<sup>®</sup>.

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- MLS
- Broker & Member Profitability
- Marketing Tools
- Professional Development
- Standards & Professionalism



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- Community Initiatives
- Government Affairs, Housing Initiatives & MIAMI **REALTORS® PAC**

#### michelle@homeinmiami.net **Giving Back to Our Profession** and Our Communities

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members - helping them win MORE listings, reach MORE buyers and close MORE sales - increasing their business and profitability. The Residential and Broward Boards of Governors are MIAMI's primary knowledge center for the South Florida residential real estate industry and profession.

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**Professional Development** – In addition to our more than 4,000 classes, seminars & programs that include 1,600 MLS classes alone, MIAMI will be offering an unprecedented line-up of top level Professional Designation and Certification courses in 2017 and expanding its offerings on Social Media Management, Reputation Management, Marketing, Branding and International plus MORE courses for commercial practitioners. The MORE you learn, the MORE you earn!

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MIAMI REALTORS<sup>®</sup> will be giving back and helping to change our communities in 2017 as part of a Pilot Program between MIAMI and the National Association of REALTORS<sup>®</sup>. MIAMI has identified over 50 incredible projects that will leave our REALTOR<sup>®</sup> mark in dozens of South Florida communities.



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<b>20</b> 1	17 Broward Priorities
	MLS
	Broker & Member Profitability
	Marketing Tools
	Professional Development
	Standards & Professionalism
	Member Engagement
	Recruitment & Retention
	Community Initiatives
	Government Affairs, Housing Initiatives &

**MIAMI REALTORS® PAC** 

## JTHS Council Board of Governors 2017



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products and services available. In addition to unique local market JTHS/MIAMI members resources. now have access to MIAMI's nearly 150 Products, Services & Marketing Tools that provide members with the competitive advantage to WIN those buyers and listings.

#### **Professional Development**

JTHS/MIAMI's Professional Development program has moved into the fast lane. In addition to increasing the number of classes offered at JTHS/MIAMI, members have experienced many new and exciting classes. JTHS/MIAMI members have also been able to take advantage of various Pre and Post Licensing Courses available through Miami's South Florida Real Estate School (SFRES) available to JTHS/MIAMI at a Members-Only discount.



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8

## **2017 JTHS Priorities** MLS

- Customer Service & Outstanding Member Experience
- Broker Outreach & Communication
- Member Retention & Recruitment
- Professional Development & Training
- Enhanced Local & International Exposure
- Government Affairs & Community Initiatives
- Marketing Tools & Technology

#### The JTHS Board of Governors

The JTHS Governors are the eves and ears for the local real estate market. As the VOICE for the members, JTHS Governors help identify challenges, opportunities and solutions to the relevant market issues that affect our members. Keeping a pulse on emerging industry trends, the leaders also help identify, customize and implement the top products, services and programs to ensure members' success - helping them win MORE listings, reach MORE buyers and close MORE sales - increasing their business and profitability. The Governors also make decisions relative to how the association can be an integral part of our members' business, professional and community solutions.

#### Products, Services & Marketing Tools

To remain ahead of the competition, JTHS/MIAMI members need the best





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9

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10



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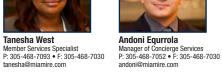
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### At MIAMI... It's All About You, the Members!

In 2016, We Added MORE MIAMI Professionals to Better Serve You. The MIAMI Professionals are always here to serve you and help you grow and support your business and profitability. We consistently strive to provide the absolute highest levels of customer service and to expand products and services that will enhance the way you do business. This includes expanding our facilities to accommodate more FREE training and education – ALWAYS with YOU in mind.

The Power of.

#### Member Outreach **Connecting With You!**

Our dedicated Member Outreach professionals keep their pulse on the market by connecting face-to-face with YOU, our members, in office visits across the tri-county area. Meeting one-on-one with brokers and agents and providing product & services presentations for sales meeting as well as customized trainings - MIAMI Member Outreach is another one of the amazing benefits of your MIAMI Membership.





Maureen



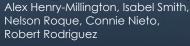












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## Building Core Skills & Knowledge in 2017

According to the recently released 2016 Profile of Home Buyers and Sellers, 88 percent of buyers and 64 percent of sellers used a real estate agent/ broker and over 80 percent would use their agent/broker again. Each year a great deal of your time, money and personal effort goes into marketing your expertise to the public to build your customer base. Once you've done a great job for them, repeat business and referrals will follow. But first, you have to do business with them. Marketing featuring the skills and assests they value will give you a competitive advantage. From most important down, here are the top skills and qualities of real estate agents that actual home buyers and sellers said they value:

- Honesty and integrity
- Knowledge of purchase process
- Responsiveness
- Knowledge of real estate market
- Negotiation skills Communication skills

MIAMI provides the most expansive selection of education, training and specialty classes & programs of any association in the state of Florida - more than 4,000 per year including over 2,000 hands-on classes in our state-of-theart computer labs. From Residential to Commercial to International and all the specialties in-between, our Education is second to none. Build your core skills and knowledge in 2017.

## Miamire.com/Education

Begin Your Search with Miamire.com

Searching the MIAMI website is easy if you start your search with miamire.com and follow it with a forward slash and the section of the site you're looking for:

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## Mobile Marketing

Consumers are accustomed to using their mobile phones as their main, and sometimes only, device for the majority of their communications for personal and business use.

Mobile Marketing is not the future... It's NOW! MIAMI provides the products & services to leverage mobile and help grow your real estate business. Leave your laptop behind!

Rapid CMA Reports

MIAMI now

offers hands-on

**Mobile Marketing** 

- Branded Localized Email
- MLS on the Go

Classes

- Demographics
- Tax Information
- Presentations on Your Mobile Device and More!



Miamire.com/Calendar

## Not All MLS's are Created Equal – **MIAMI Tools to Close MORE Deals**

YOUR MIAMI MLS has more premium products and services integrated than any other MLS in South Florida.

You have dozens of services to make information available at your fingertips: MyCondoPlans, iMAPP, FIND, RatePlug, TerraFly, Surfina, WikiRealty...just to name a few. And NOW MIAMI Members will have the best in Communication and Collaboration services integrated with your MLS.



**GOMLS MIAMI:** The MIAMI MLS App that allows YOU to communicate & collaborate in real-time with your customers while they search the MLS. NEW: ADD/EDIT on GOMLS MIAMI.



ShowingSuite: MIAMI's newest Showing Appointment Service that makes getting appointments and getting confirmations a breeze.



Coming 1st Quarter 2017

Agent InBox: An all-in-one unified communications platform that has everything a real estate agent needs to message, schedule, and make a deal. Access across 3 counties. Coming 1st Quarter 2017



RealTime MLS: Communicate, Collaborate & Share listings with YOUR fellow REALTORS® in a social media-style environment. Coming 1st Quarter 2017

## Miamire.com/MLS

## Prospecting & Farming for **Buyers & Sellers**

Real estate prospecting is one of the best ways to generate more real estate leads. Real estate farming is the practice of focusing your prospecting on a very specific region, area, neighborhood or demographic.

Both prospecting and farming require a very important component, a first step: RESEARCH - before you can successfully market using DIRECT MAIL - either electronic or print. MIAMI provides 3 services that can help you leverage your prospecting & farming:



ReboGateway Tract Utility: Turnover rates, local competition and area trends for one of the best farming tools around.

### Miamire.com/ReboGateway



information for target marketing. Miamire.com/iMAPP



EDDM: Amplify your farming with Every Door Direct Marketing from the USPS - Best mailing rates anywhere!

Calendar

of EVENTS

Miamire.com/EDDM

MIAMI now offers hands-on workshops on Mobile Marketing, Lead Generation & Management and Prospecting & Farming

## Miamire.com/calendar

### Connecting Our **Markets to Buyers From Around** the World

International Buyers purchased \$102.6 Billion in Residential Real Estate last year. One out of every four of those purchases was in

Florida, and 50 percent of ALL Florida International purchases took place in OUR Market: South Florida MIAMI provides Products & Services, Tools, Resources, Education & Training and Partnerships to connect OUR market with the world:

Research & Resources

CIPS Designation

Congress

**Specialty Classes** 

International Real Estate

Foreign Investors Guide

"Doing Business With" Series

- ProxioPro
- **Developer Showcase**
- Realopedia
- Juwai.com
- Realtime MLS International
- **CoBranded Flyers Translated**
- **Over 160 Global Partnerships**

## Miamire.com/Global

## **CoBranding**

Marketing materials to CoBrand with YOUR own logo & information – print or electronic and many translated into multiple languages



Miamire.com/CoBrand

## **RCA MIAMI**

**REALTORS®** Commercial Alliance – One stop resource for education, marketing,



Miamire.com/Commercial

## Broker/Managers

One click away from everything you need including MLS Resources, Professional Standards, Recruitment/ Retention, Tools & Services and MORE!

## Miamire.com/Broker

### Government **Affairs & Housing Opportunities**

Advocacy for local, state and national issues plus local and state Housing issues & the new MIAMI PAC

Miamire.com/GovernmentAffairs



1000

MAM

services & tools and resources

# The Power of MORE in Broward



## Why do so many choose the Broward Council of the MIAMI Association of REALTORS®?

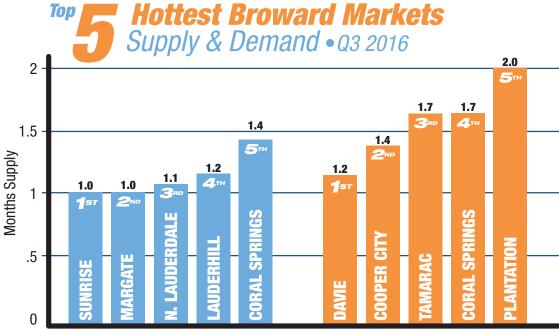
## Not a MIAMI Member? Find Out What You're Missing:

- LOWEST AGENT DUES of any board in South Florida
- BROWARD-BASED MEMBERSHIP STAFF - at all of our 3 Broward facilities
- BROWARD-BASED BOARD OF GOVERNORS Representing our dynamic local member needs
- SUPRA EKEY SERVICE INCLUDED with your MLS membership
- 3 LOCATIONS IN BROWARD + 3 in Miami & 1 in Jupiter = 7 convenient locations to serve you
- MORE EDUCATION More than any other board, 4,000 classes a year (78% no cost)
- COMPUTER LABS only association to offer hands-on computer lab training (2 in Broward and 3 in Miami)
- MOST PRODUCTS & SERVICES -Nearly 150 to help you excel in today's competitive market
- INTERNATIONAL EXPOSURE on over 500+ websites & 160+ international partnerships
- STARBUCKS COFFEE complimentary at each of our 7 locations

AND SO MUCH MORE!

Experience why many of your peers have joined the largest local REALTOR<sup>®</sup> Association in the nation.

Go to www.Miamire.com/broward or call us at 954-843-9782 to learn more.



#### **Single-Family Homes**

#### **Townhouses & Condos**

For City and Zip Code Reports featuring all market metrics & much more, go to SFMarketIntel.com Note: Above results were determined by lowest months of supply in areas with significant closed sales activity in the third quarter of 2016.

## A New Home in Northeast Broward! Broward Members Now Have 3 Convenient Locations to Choose From



For our 10,000+ Broward members, we're pleased to announce the opening of our newest full-service office at 6451 North Federal Highway in Fort Lauderdale – making this our third full-service office strategically located in Broward County.

Opened in early January 2017, you can attend valuable education trainings and also have access to all member services needs including: Supra eKey activation and assistance, purchase of eKey Fobs, leasing of Supra Lockboxes, assistance with paying membership dues and much more. Stop by and meet your NE Broward team, and have a complimentary cup of fresh Starbucks coffee.

## West Broward - Sawgrass

13680 NW 14th Street., Sunrise, FL 33323

- West Broward Location
- Minutes from I-75, I-595 & the Sawgrass
   Expressway
- Ample FREE parking120 seat auditorium
- Hands-on computer lab 42 Computers



# East Broward - DCOTA

1815 Griffin Road., Ste. 104, Dania Beach, FL  $\,$  33004  $\,$ 

- Located at Griffin Road & I-95
- Plenty of parking
  Closest REALTOR<sup>®</sup> Association to an int'l airport
- 100 seat auditorium
  Hands-on computer lab 28 computers



browardcouncil.com

**Danielle Y. Clermont** SVP of Broward, Palm Beach & Martin Counties

daniellec@miamire.com



## Hands On Training ONLY with MIAMI Did You Know that MIAMI is the Only REALTOR®

Association in Broward County with Hands On **Computer Labs?** 

2 Full-Service Computer Labs to be Exact

Hands on MLS training is a big focus for our members' professional development, and we are proud to say that five of our seven facilities feature hands-on computer labs. In Broward County, we are the ONLY REALTOR<sup>®</sup> association to offer our members not only one, but two computer labs for hands-on MLS and cutting-edge technical trainings.



Hands-on training is more than just having access to a keyboard. Students get the chance to practice what they've learned with the guidance of one of our experienced instructors. Statistics have shown that students who participate in hands-on learning retain 50% more information than lecture-style learning.







**B** ATYARD

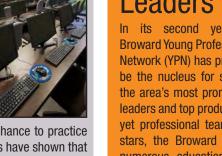
# Networking at **New Heights**

While we are known for putting on amazing events and programs during the day, our Business After Hours events have become some of the best in South Florida. In 2016, over 1,000 members and guests attended one of our Business After Hours events at some of the hottest venues across Broward County. People are more likely to do business with someone they know, versus someone they don't...and our after-hours events are the perfect place to meet new REALTOR® peers and to increase your referral business. It's not just networking, it's networking at new heights... for more business!



& BALLS

FORK



**Broward YPN: Broward's Starting** Point for Future Leaders BROWARD

In its second year, our **Broward Young Professionals** Network (YPN) has proven to be the nucleus for some of



the area's most promising and successful future leaders and top producers. Led by an enthusiastic yet professional team of young REALTOR® rock stars, the Broward YPN has yet again put on numerous educational panels, workshops and courses to better train and prepare tomorrow's future leaders. But it's not all work...from quarterly after hours Meet-Ups, to a tri-county REALTOR® Bowling Night and even a Florida Panthers Hockey game, our Broward YPN has also cultivated a great balance of work & play. While YPN targets those under 40, everyone is welcomed to participate.



For more information or to learn more, go to Miamire.com/YPN or email Danielle Clermont at daniellec@miamire.com.

## **Broward Resources**

Broward Main: 954-335-5200 Transfer Hotline: 954-843-9782 Website: www.miamire.com/broward E-mail: transfers@miamire.com

- East Broward/DCOTA: 1815 Griffin Rd., Ste. 104, Dania Beach, FL 33004
- West Broward/SAWGRASS: 13680 NW 14TH St., Sunrise, FL 33351
- NE Broward (NEWEST LOCATION): 6451 N Federal Hwy., Ste. 116 Ft. Lauderdale, FL 33308

#### miamire.com/broward

Christine Lee

GULFSTREAM

# MIAMI: A TOP RANKING CITY

*Most International City in the United States* 

(Source: U.S. Census Bureau – 2014)

## *2nd-Fastest Growing Economy Among Large U.S. Cities*

(Source: Wallet Hub – September 2015)

*4th-Healthiest City in America* 

(Source: Livability – April 2015)

## 2nd-Largest Health District in the United States

(Source: University of Miami Life Science & Technology Park — 2016)



(Source: Career Bliss – January 2016)



## *Most-Searched U.S. City for International Home Buyers*

(Source: Realtor.com – November 2016)

## *2nd-Best Place in America to Start a Business*

(Source: American City Business Journals study of small-business vitality, April 2016)

## *5th-Most Walkable City in the United States*

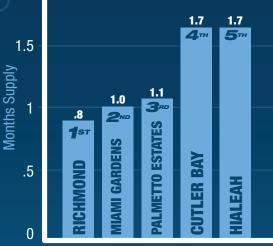
(Source: Walk Score – April 2015)

## *No. 1 Eye Hospital* (Bascom Palmer Eye Institute) *in the Nation*

(Source: U.S. News & World Report, Best Hospitals 2017 edition)

*Go to SFMarketIntel.com for all South Florida Facts & Complete Rankings*  America's Cleanest City (Source: Forbes – 2008)

Top Hottest Markets Supply &



**Single-Family Homes** 

For City and Zip Code Reports feat counties & much more, go to SFM

Note: Above results were determined by lowest months of sup in the third quarter of 2016.

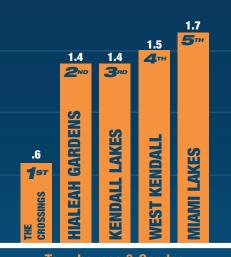


sfmarketintel.com

## 6th-Best Air Quality in the United States

(Source: 2014 U.S. Environmental Protection Agency's daily Air Quality Index)

# *Miami-Dade* • Q3 2016 Demand



Townhouses & Condos uring all market metrics in all arketIntel.com

ply in areas with significant closed sales activity



**3rd-Most Well-**

**Read City in the** 

**United States** 

**5th-Greenest City in** 

the United States

(Source: NerdWallet – May 2015)

**Top Destination** 

(Source: U.S. Census Bureau — August 2015)

for Migrating

New Yorkers

12th-Most

Important City

in the World

for the Ultra-

(Source: Knight Frank- March 2016)

Wealthy

(Source: Amazon -2013)

Lynda Fernandez, CAE, RCE, CIPS, TRC, e-PRO Senior Vice President of Public Relations & International lynda@miamire.com

Chris Umpierre Director of Communications chris@miamire.com



## *11th Best Public Transit in the United States*

(Source: AllTransit – April 2016)

8th-Most Populated Region in the United States

(Source: U.S. Census Bureau – March 2016)

*4th-Fastest Growing Neighborhood (Downtown Miami) in America* 

(Source: Realtor.com – April 2016)

2nd-Highest Percentage of Luxury Cars in the United States (Source: Parking Panda — 2015)

*3rd-Most Fun City in America* 

(Source: Wallet Hub — 2016)

miamire.com

## Congratulations

NATIONAL DIRECTORS Patricia C. Anglero Nancy C. Cardone Alberto Carrillo John Dohm Jorge H. Fernandez Patricia "Patti" Fitzgerald Barbara "Barb" Anne Fox Jorge Luis Guerra Jr. **Carlos Gutierrez** George C. Jalil Frank E. Kowalski **Cheryl Lambert** Jack H. Levine Reinaldo "Rei" L. Mesa Ellen Mitchel **Christina Pappas** Martha Pomares Donna Reid Lynne Rifkin Ed Roberts Mark Sadek Jose Maria Serrano Brian Sharpe D. J. Snapp Madeline "Matey" H. Veissi Maurice "Moe" J. Veissi Christopher Zoller

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Women's Council of REALTORS® **MIAMI-DADE** BROWARD Network



**Dinorah Guerra** President



#### Alma Betancourt President-Elect



Ana Farje Secretary



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ABR

email: ana@miamire.com



**Jay Gilbert** President



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CCIM

Roy Barker



**Michele Dyer** 



Anné Desormier-Cartwright Treasurer

## **Designations & Certifications**

National Designations & Certifications are the benchmark for excellence in the field of real estate. They are an important indicator of advanced qualifications, show a commitment to higher learning and advanced knowledge - and those who proudly display them show evidence that they are on the cutting edge of the real estate industry.

#### Congratulations to our new recipients!

Accredited Buyer's Representative Efren Lezcano Christina Hildebrand Yanely Cruz Jonathan Lorber Luis Fernando Manrique Ruben Cruz Patricia Fitzgerald Blanca M. Milanes William Lyons Desi Rodriguez Jon Penny Tatyana Meerson Marija Kuzina Clarence W. Williams Paul A. Stennett Justin Robertson Eval Chai Evelyn Reibel CIPS **Robert Menard** Mary Jeanne Robinson Maria Carbonell Daniel Amy Alan Salerno Michael Ortega Edmundo Otton Reinaldo Roman Brian Woods Martha Gillespie-Beeman Maria Dufau Patricia Roseboom Liliana C. Aguiar Monico Aguiar Johanna Vicente Joe Robaina Coralia Braverman **Christine Grieco** 

Rosemary Cortes **Betty Hernandez** Charlene Oakowsky Diana P. Gomez Carlos R. Suarez Gabriela Buerv Dominic Tirado Andre Reuter Vilma Lopez Ron A. Coleman Amgad Zaki Dorina Lipovanciuc Anhya Matsufuji Peggy Greene **Cortes Camille Ramirez** Rosa Alvarez Marino Ynirio Sarai Morales

Certified International Property Specialis Maria T. Gonzalez Claudia Georgiopoulos Yelena Tsuladze Robert Menard Paola Robles Andrea Cabrera Yi-jean Lin Victoria M. Cooney Vidvawattee Seepersad Clara E. Arango Jill Brown **Dezurey Garcia** Haimnath Ragbir John Mayfield Francisco J. Lago Diana P. Gomez Paul Koch Sandra Fuentes Paola M. Garcia-Carrillo Julio Cesar Perez William Barnes Laura Auten Floralba Nunez Daniel Amy

#### Casper (C.J.) Maier Carlos A. Diez

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Society of Industrial & Maria Juncadella Reshma Parvani Frank Trelles

Griselda Krausse Zulma L. Hernandez Frecia Neitman Luisana Rincon Beatriz Rocha Torres Edna Talavera Maria A. Medina Maria Bennett Maria T. Vidal Monica Torres Christopher Todd Hernandez Daniela Luces Deanna Fonseca Mary Ann Smith Mister Harvin Neal Oates Fiordaliza Maria Hofmann Monika Von Natalie Coren Helcio Pires Jennifer B. Lopez Giovanna Bolivar Emel Onur Bruce Henry **Christopher Martin** Indra Ragbir Renée Grossman Irina Sang

Thomas Buetikofer Bruno Portelli Jose Pena Luiz Santos

#### CPM

Certified Property Manager Steven G. Evans CRE Counselors of Real Estate

#### Timothy Gifford CRS Certified Residential Specialist

Liliana P. Almeida Carol J. Muir Edia Maria Matos Lydia E. Trujillo

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**Richard Paz** Karen Sneed Antonia Buxo

#### GREEN

Green Designation Julia Poliadis Beatriz Rocha

#### GRI

aduate, REALTOR® Institute Liliana C. Aguiar Amy Deaner Vilma Lopez Mildred Ferreira Monico Aquiar **Everton Spaulding** Debra Wellins Cheryl Rubman Hofmann Monika Von Chi Hoang Laura F. Kijner Mark Stennett Leticia Alvarez Larry Waters

#### **PMN**

Performance Management Network Sharon Lindblade **Delmas Harper** 

#### SRES

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### Enrique Castelo

Josh Kohn

#### Katrina Garcia Karina Garcia Cristobal Martin Lana Pvak Manual Perez Mirian Pantaleon Nabeel Abunassar Roberto Rodriguez

# MIAMI Awards – 2016

Congratulations to our 2016 Industry Leaders & Award Winners to be Presented at the February 3, 2017 Inaugural Celebration



## **2017 Inaugural & Awards Celebration** Giving Back to our Profession & our Communities February 3, 2017

An Afternoon of Celebration 11:30am - 3:00pm Seminole Hard Rock Casino • 1 Seminole Way, Hollywood, FL 33314

11:30am Reception

12:30pm Inaugural Program

1:30pm Featuring Chef's Stations

The Best of South Florida with Carving Stations, Pasta Stations, Stir Fry, Dessert Stations & More!

2:30pm Entertainment

3:00pm Prize Drawings!

#### Cost: Only \$40 per person • FREE Parking

For Table Reservations Contact Claudia at 305.468.7024 or claudia@miamire.com Individual Reservations will be accepted after January 18th

# **REALTORS®** in Action

## THANK YOU... 2016 RPAC/PAF Major Investors

### Golden R - \$5,000 Investment

RED box Indicates members of the President's Circle - Additional \$2,000 Annual Investment









Kowalski















Hall of Fame includes members who have invested at least \$50,000 to RPAC/PAF.



Rojas

## **REALTORS**<sup>®</sup> Political ction Committee

Your Best Investment In Real Estate

1969, **REALTORS®** the Since Political Action Committee (RPAC) has promoted the election of pro-REALTOR® candidates across the United States. The purpose of RPAC/ PAF (Political Advocacy Fund) is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from voluntary contributions made by REALTORS®. These are not members' dues; this is money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC/PAF doesn't buy votes. RPAC/ PAF enables REALTORS® to support candidates that support the issues that are important to their profession and livelihood.



# Sterling R - \$1,000 Investment Want to see yourself here? Want to see yourself here in 2017? We want to see you here too! Whether you choose to come in at the

Sterling-R level, Crystal-R, or Golden-R, your investment will pay-off in dividends for the REALTOR® industry, and will open doors to many networking opportunities through exclusive "Major Investor Only" events such as candidate screenings for local races, VIP receptions at our annual meetings, and much more! Don't wait... make your 2017 pledge today!

# Government Affairs

Danielle BlakeArSenior VP of GovernmentNAffairs & Housing

danielle@miamire.com

Ana Maria Rodriguez, MSL VP of Government Affairs





## Miami-Dade County's Amnesty Program

It is very important for all property owners to comply with building, fire, safety and zoning standards outlined in state and local laws, but when you have an emergency water leak or a malfunctioning air conditioning unit, most homeowners try to get these issues resolved immediately. Their last thought is the required permit. While these are probably the most common violations, there can be larger ones, like remodeling your kitchen or bathroom without a permit.

Since August 12, 2011, the residents of the unincorporated area of Miami-Dade County have benefitted from an amnesty period when faced with civil penalties and liens for Building Code violations.

## How the Amnesty Program Works:

- 1. Homeowners must present ownership evidence;
- A permit is issued to bring the structure into compliance within the amnesty period;
- 3. The work is completed; and,
- 4. The owner must pay all direct costs of Building and Neighborhood Compliance Departments.

In exchange, the County waives all civil penalties and liens. In the first five years, the county has closed 2,632 cases saving property owners over \$26.5 million in relief. The program is working and our neighborhoods are safer.

Whether or not a homeowner requested a permit properly the first time, the main focus should always be safety. That's why the MIAMI Association of REALTORS<sup>®</sup> encourages all municipalities to follow this example and applauds the Miami-Dade County Commission in extending their Amnesty Program through July 12, 2017.

## For more info visit:

www.miamidade.gov/building/amnesty-program.asp

## Introducing the MIAMI REALTORS® PAC...



As former U.S. House Speaker Tip

O'Neill famously said, "All politics is local". A politician's success is directly tied to the person's ability to understand and influence the issues of their constituents. Our constituency is you and it's our business to advocate for your rights. That's why we're proud to announce for 2017 that we have started the MIAMI REALTORS<sup>®</sup> Political Action Committee (PAC) to do just that.

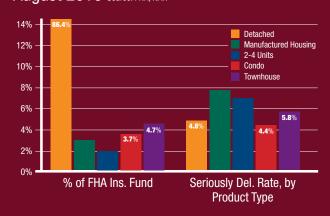
Visit Miamire.com/MiamiRealtorsPAC for more info.

## FHA Condominium Financing

According to the National Association of REALTORS<sup>®</sup>, condominium mortgages are the strongest performing loans in Federal Housing Administration's (FHA) portfolio. The seriously delinquent rate for all FHA loans was 4.95 percent as of August 2016, whereas condominiums had a 4.39 percent rate, the lowest seriously delinquent rate in the entire portfolio. So, why is it so hard to get a FHA insured condo loan?

The reason is FHA strict approval has guidelines for condo projects. For four years, we have heard that FHA is revisiting these rules and will be publishing new ones soon. In late 2016. FHA circulated proposed changes and solicited public comment, so 2017 may be the year. Two items of great importance to our market that NAR put forward are:

#### **Performance & Share of Insurance Fund**: August 2016 source: FHA. NAR



## Spot Loan Approval

NAR fully supports the proposed return of single-unit approval for non-FHA certified condominium projects, also known as spot loans. This will help buyers interested in older condo projects that do not have FHA project approval and buyers interested in newer buildings that have not yet undertaken the process of becoming FHA certified. Further, NAR urges FHA to allow spot approval in non-certified projects that do not meet current FHA condominium project requirements. For example, in condominium projects with lower owner-occupancy rates than required for FHA certification, single-unit approvals would provide a way for a building that wishes to gain FHA certification to bring in financially responsible owner-occupants, helping to build up the necessary FHA owner-occupancy requirements.

## **Commercial Space**

Mixed-use neighborhoods, those with a variety of housing, retail and public transportation options are increasingly the preferred choice for today's homebuyers. In fact, 56 percent of millennials and 46 percent of baby boomers prefer to live in areas with a mix of retail and housing options. Mixed-use neighborhoods have held up their value better in recent years compared to solely residential neighborhoods. Given FHA's mission to promote safe and affordable housing, the current policy limiting commercial space hinders efforts to build neighborhoods that have a mix of residential housing and businesses with access to public transit that HUD has championed. NAR recommends FHA allow up to 45 percent commercial space without documentation (The current limit is 25%). Greater levels of commercial space should be evaluated holistically along with the strength of the project, but should not be capped at a specific percentage.

For more info visit: Miamire.com/FHA

# CRCAMIAM REALTORS COMMERCIAL ALLIANCE

### Commercial Education Continues with Core Classes But Expands With New Options

2016 was an excellent year for commercial education. We continued our commitment to core education by offering a variety of comprehensive classes such as commercial contracts, leasing, letter of intent and commercial fundamentals. There was excellent attendance at these events including the Tom Dixon Commercial series. Two new core classes, "triple net leases" and "lead generation using incentive financing," were successful additions, generating positive feedback and great attendance. We plan to continue offering these two classes in 2017.

Another success in 2016 was our "New & Noteworthy" series. We held events on key areas in transition such as Hollywood, Dania Beach and North Miami Beach. We look forward to identifying more of these key areas where growth and opportunity create vital benefits for residents, businesses and investors. These events will take place in all three counties and will bring together brokers, city officials, developers and business owners.

One of the most exciting developments this year was the continued success of our Commercial Certificate program. The program, only in its third year, has record interest and certificate earners. Not only were we able to offer more classes and therefore, more points and options, but also we promoted the program more consistently and are ecstatic with the results and response.



Edward Schmidt, Ronald Kohn, Sandra Goldstein, 2017 RCA President, Jose Serrano As always, networking is vital for our commercial members. Our monthly Commercial Marketplace events in Dade, Broward and now Palm Beach, offer a unique opportunity to promote haves and needs as well as networking and building longterm business relationships. Each Marketplace also had speakers, often board members, discuss their experience and provide market updates. Our expansion into Palm Beach is exciting not just because it is a new opportunity, but also because we can learn and expand our services to more members.

2017 planning is already in the works, we promise to continue our commitment to innovation, offer more interactive classes and provide unique opportunities for you to grow your business whether you are new to commercial or a seasoned professionals.

### Addition of Vizzda & Future Tools Will Drive RCA

In an exciting announcement this year, RCA MIAMI has partnered with the information and technology supplier Vizzda to provide timely commercial sales information and detailed content. The partnership between RCA MIAMI and Vizzda will include new and pertinent data for our members next year. 2017

President Jose Serrano outlined our commitment to offering you more in the coming year "Our goal is to continue to make RCA your number one resource for tools and products next year and in the future. These tools will help you grow your business, save you time and offer you new and exciting marketing tools. Vizzda is just one example of what you can expect in 2017."

The data will be distributed to commercial members and will include all of the commercial sales for that week in three counties: Miami Dade, Broward and Palm Beach Counties. The emails will feature properties and include emails and phone numbers of buyers and sellers. Property types include: industrial, land, multi-family, retail and office. In addition to sales, Vizzda also tracks zoning changes and disseminates detailed information on public records including: county, architects, engineers and developer contacts. Active properties, quick access to comparisons and research tools will be available soon.

Our goal in 2017 is to add more critical tools that impact the daily business of our members. We also want to continue to educate members on current programs such as RPR Commercial, Commercial IMAPP, Member to Member Emails and Vizzda.

## **Connect with Us on Social Media**

As one of the largest commercial REALTOR<sup>®</sup> associations in the nation, RCA MIAMI is committed to engaging, leading and inspiring the South Florida commercial real estate industry.

Each business day on its Facebook page, RCA MIAMI posts commercial real estate articles impacting South Florida. Like, share and comment on our posts. RCA MIAMI also shares photos, news releases and articles from its events on all of its social media platforms.

Our Facebook Page is: www.facebook.com/ RCAmiami. RCA MIAMI Twitter and Instagram are under the handle: @RCAmiami

Snap a photo and tag us on Facebook, Twitter and/or Instagram when you're attending our 2017 networking events, conferences and marketplace sessions. We want to engage with our 2,000plus members and the world on the latest South Florida commercial real estate trends and issues.

Remember to tag @RCAmiami in posts and use the hashtag: #RCAMIAMI

#### **RCA MIAMI** Social Media Channels



Facebook: www.facebook.com/RCAmiami



**Twitter:** @RCAmiami



Instagram: @rcamiami

**Commercial Core Law & LOI** March 7 • West Broward March 9 • Coral Gables Mbrs. \$35/Onsite \$60 Non Mbrs. \$55/Onsite \$80 Single and Multi-Family Investing – 4hrs CE May 9 • West Broward May 16 • MIAMI HQ Mbrs. \$35/Onsite \$60 Non Mbrs. \$55/Onsite \$80 Investment Property Analysis 11hrs CE March 21-22 • West Broward Sept. 13-14 • MIAMI HQ Mbrs. \$175/Onsite \$215 Non Mbrs. \$195/Onsite \$215

Advanced Income Property Analysis March 23 • West Broward Sept. 15 • MIAMI HQ Mbrs. \$135/Onsite \$175 Non Mbrs. \$155/Onsite \$175

22

RCA

**EDUCATION** 

Paul Cauchi Senior Vice President of Commercial Maureen Miller Director of Member Relations & Commercial

paul@miamire.com maureen@miamire.com



### 2017 Commercial Looks to Continue Hot Streak

The South Florida commercial real estate market again outperformed other areas in the U.S. in 2016. All asset classes have shown growth, with multifamily and industrial leading the way. There continues to be strong demand in the retail and office sectors. Several positive trends have helped buoy the market while emerging trends point to continued strength.

One exciting trend is the increased interest from Middle Eastern and Asian investors in our market and they are more than comfortable buying commercial and residential real estate. This includes countries as diverse as Dubai, China, India and Pakistan. MIAMI professionals Teresa Kinney and Lynda Fernandez have both traveled to Asia for trade shows this year and have strengthen our partnerships there. The interest is not limited to Miami. Dubai's Emirates will launch a new daily service to Fort Lauderdale in December, the airline's eleventh U.S. passenger route. Qatar Airways began nonstop flights from Miami to Doha in May 2014, later expanding to daily travel on a larger aircraft due to strong demand.

Incredibly low interest and vacancy rates have bolstered prices and lowered capitalization rates. This national trend is also playing out strongly in our region with investors purchasing commercial real estate for its cash flow and general safety. Even with increased rental rates, 2017 looks to be a tight market making it a continued success in 2017. According to CBRE's 2016 third quarter report, industrial vacancy rates in Miami is only 3.7%, Broward is at 5.3%, and Palm Beach at 5.3%; that compares favorably to the 2016 second quarter national average of 9.8%.







## Increase Your Network... Commercial Marketplace

The place to be to market your commercial listings and needs.

Increase your business by presenting your commercial property haves and wants to an ELITE group of real estate professionals and get first hand info on other listings. Attendees can bring brochures & marketing materials, exchange listing & business cards while networking over coffee and bagels.

#### **First Thursday of Every Month**

Time: 9 AM - 10:30 AM Location: MIAMI Headquarters

700 S. Royal Poinciana Blvd., Ste. 400 Miami, FL 33166

#### Second Thursday of Every Month

Time: 9 AM - 10:30 AM

Location: East Broward Office • DCOTA I-95 & Griffin Road 1815 Griffin Road, Ste. 104 Dania, FL 33004

#### **Recently Added:**

#### **Third Wednesday of Every Month**

Time:	9 AM - 10:30 AM
Location:	JTHS

2151 Alternate A1A South, Ste. 1100 Jupiter, FL 33477

- Cost: FREE for Mbrs. \$10 for Non-Mbrs. No cost to RCAMIAMI/MIAMI members but you must RSVP.
- **Contact**: paul@miamire.com to attend, confirm location, sponsor a Marketplace or inquiries.











**Pre-Register for the Commercial Event of the Year** 

#### The 2017 **Commercial** Super Conference

Hear from Experts & Industry Leaders

October 13, 2017

RCASuperConference.com Sponsorships Available

# JTHS Council of the MIAMI Association of REALTORS®

# **Not a JTHS/MIAMI Member?** What Are You Waiting for?

There's a reason why the JTHS Council of the MIAMI Association of REALTORS has taken off! Our enhanced educational offerings coupled with a new selection of exclusive and state of the art marketing tools and resources have empowered our members with a unique competitive advantage at listing presentations and in the marketplace. Find out why many of your peers have joined JTHS by going to Miamire.com/ JTHSRealtors.

- LOWEST AGENT DUES of any board based in Palm Beach County
- SUPRA EKEY SERVICE INCLUDED with MLS membership (no monthly bills or annual costs)
- 7 CONVENIENT LOCATIONS 1 location in Jupiter + 3 in Broward & 3 in MIAMI
- **MORE EDUCATION** More than any other board, 4,000 classes a year (78% no cost)
- MOST PRODUCTS & SERVICES over 100 to help you excel in today's competitive market
- **INTERNATIONAL EXPOSURE** on over 500+ websites & 160+ international partnerships
- **STARBUCKS COFFEE** complimentary at each of our locations (including JTHS)
- **AND SO MUCH MORE!**



There's no denying that South Florida is a vast land, and while there are many similarities, there are also dynamic differences that make each South Florida County unique. To ensure our Palm Beach and Martin County members are well-represented, we rely on our JTHS Council of the Miami Association of REALTORS® to focus on the distinct issues, needs and challenges of the local area. This distinguished Jupiter and Palm Beach-based Board of Governors, is charged with keeping the pulse on the top local issues to ensure our trainings, programs and government affairs are not only proactive and timely, but also represent the unique needs of our JTHS real estate professionals.

# **JTHS Resources**

JTHS Main: 561-746-2707 Fax: 561-575-9766

Transfer Hotline: 561-746-2707 E-mail: JTHStransfers@miamire.com

JTHS: 2151 Alternate A1A South Suite 1100 Jupiter, FL 33477

Email: jths@miamire.com Website: JTHSrealtors.com



facebook.com/JTHSrealtors



- instagram.com/jthscouncil

# **Your JTHS Team** Here to Serve YOU



Outstanding Customer Service is Our #1 Priority!

We've made great improvements to your JTHS membership experience. If you haven't visited your JTHS office lately, we encourage you to stop by and meet your JTHS team, and have a fresh complimentary cup of Starbucks coffee.









## JTHS Events - Bringing a Rich History into the Future

JTHS is proud to have a long and rich history of putting on member-centric and highly successful events, and 2016 was no exception. From the 21st Annual Business Partners Trade Show to the 31st Annual Golf Tournament, to the Business Partners Appreciation Night and several Membership Meetings, JTHS has our members covered. Watch for these and many more events & programs in 2017.





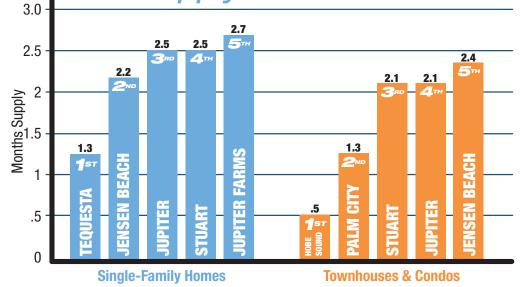
#### JTHSrealtors.com

Danielle Y. Clermont SVP of Broward, Palm Beach & Martin Counties

daniellec@miamire.com



# **5 Hottest JTHS Markets** • Q3 2016 Supply & Demand



For City and Zip Code Reports featuring all market metrics & much more, go to **JTHSrealtors.com/MarketReports** 

Note: Above results were determined by lowest months of supply in areas with significant closed sales activity in the third quarter of 2016.

## **JTHS Installation Celebration & Awards Luncheon**





miamire.com/jthsrealtors





## Jupiter YPN

Our JTHS Young Professionals Network (YPN) is a growing and active group of young,



career-minded professionals who want access to the latest tools, resources and networking opportunities. JTHS YPN also helps develop association members to create strong leaders who eventually take on key roles within the organization and in the communities we serve at local, state, and national levels.



For more information or to learn more, go to Miamire.com/YPN or email Danielle Clermont at daniellec@miamire.com.







YPN

# **YPN:** Young Professionals Network

The MIAMI Association of REALTORS<sup>®</sup> Young Professionals Network (YPN) is the future of real estate. These young men and women are career-minded real estate professionals who are revolutionizing the industry through the use of new technology, educational classes, and social networking.

"Miami's real estate market is one of the most rewarding places to work as a REALTOR<sup>®</sup>. The work isn't always easy and success may not come overnight, but networking with MIAMI YPN professionals can make all the difference for your career. We take pride in staying current with the latest technologies and philosophies that will help your business grow in an ever evolving industry.

There's no one direct path to success, but working with YPN can help guide you to the promised land," says 2017 Chair Alberto Carrillo.

While there's no official age limit for the network, the target audience is for real estate professionals under the age of 40, as well as members who have held a real estate license for less than a year, regardless of age.



## Tell me about the 2016 events. What should I expect this year?

# REBarCamp

What is REBarCamp and why is this always one of the best attended events? REBarCamp is not your typically planned conference. The agenda is created onsite on the fly. A giant grid-like chart is created with time slots on one side and breakout locations on the other. Attendees fill in squares with different topics they want to learn about or discuss with others and place it on the grid. There are usually four or five different topics being discussed at one time, and members can walk freely from one discussion to another. Sessions are not planned in advance, speakers are not paid, and all attendees are encouraged to share their knowledge during these discussions. There is no such thing as a dumb question. It is the best way to interact and learn from your peers and make new connections. In 2016, MIAMI YPN hosted their official REBarCamp at Blackbird Ordinary in Brickell. YPN always picks inspiring places to get your creative side in action!



## Miami v. Broward v. Palm Beach Bowling Night

The Annual "Miami v. Broward v. Palm Beach Bowling Night" has become a must attend event. Miami and Broward have both taken the crown as best bowling team, but Palm Beach has their sights set as champions in 2017. Over 200 real estate professionals come every year to show what it means to be a true bowling kingpin, but with abundant pizza and wings, everyone wins.

## Florida Panthers Hockey Night

YPNs put on their favorite cold weather attire and attend a Florida Panther's game against a highly contested opponent. Every year YPN gets two sections of special seating where you can enjoy hot dogs, pizza, and pitchers of soda and beer. Before the game, our YPNs receive special access to enjoy an on ice experience and test their hockey skills! Come join us as we cheer on the Panthers when they play for another chance to hoist the Stanley Cup!





**Kevin Puricelli Director of Creative Services** and Executive for YPN



## Legends & Millennials All-Star Panel

Who doesn't want new advice and tips from REALTORS® who are ultra-successful? That's why you need to be sure to attend our Legends and Millennials Panel. YPN always secures some of the top real estate producers in South Florida to discuss different strategies they have implemented to find success. Attending this event could help you find that one missing piece of the real estate puzzle to take you to new levels of success.

# Chairman's Ball

Every year the YPN Chair picks a theme for the YPN's signature event. From a Brazilian inspired carnival theme at the Hard Rock Hotel to Miami Vice inspired Casino Night at Margaritaville, our members pull out all the stops for this event! With so many incredible venues in South Florida, the possibilities are endless for what our YPN members can dream up for an incredible party. Don't miss out!

**MIAMI Bowling Night** 

Broward Legends & Millennials

2017 Upcoming Events

Chairman's Ball

- Legends & Millennials Series
- MIAMI v. Broward v. Palm Beach **Bowling Night**
- REBarCamps
- Florida Panthers Hockey Game Night Meet Up
- Marlins Baseball Meet Up
- 2017 Community Projects Pilot Program

## Get Social with YPN

for Events, Opportunities & Programs



Find YPN MIAMI on Facebook: Facebook.com/groups/MiamiYPN Facebook.com/groups/GlobalYPN #MiamiYPN #GlobalYPN



Follow YPN on Twitter: @MiamiYPN & @GlobalYPN on Twitter

Email: YPN@Miamire.com for more info on how you can get involved.











**Broward Busines** 

After Hours

Miamire.com/YPN

#### miamire.com/ypn

# **MIAMI Global** The Top International Council in the Nation

## Who was Searching Miami Real Estate in 2016?



#### Ecuador

## What Languages **Do You Speak?**

#### Update Your Member Profile

- 1. Go to Miamire.com & **Click on MIAMI Gateway**
- 2. Click on MIAMI Dashboard
- 3. Click on Home
- 4. Click on Update Your **Member Profile**
- 5. Click on Personal Information
- 6. Select Languages You Speak & Click Save

#### **INTERNATIONAL SCHEDULE**

Expo Inmobiliaria ACOBIR January 25-29, 2017 Panama City, Panama expoinmobiliariapanama.org MIAMI EXHIBITING

**MIPIM 2017** March 14-17, 2017 Cannes, France mipim.com

For updates, go to http://www.miamire.com/international/events

**AREAA Global** April 21-23, 2017 Miami, Florida, USA summit.areaa.org

Luxury Summit

68th World Congress SIMA **FIABCI Andorra** May 23-28, 2017 Andorra La Vella, Andorra fiabciandorra.com

May 25-28, 2017 Madrid, Spain simaexpo.com

21%

22%

16%

15%

2015

2016

#### LPS Beiiina

5%

4%

June 16-18, 2017 Beijing, China lps-china.com

# Inmocionate 17

3%

4%

June 16-17, 2017 Sevilla, Spain inmocionate.com

3%

4%

3%

4%

# **Go Global with MIAMI's Tools and Resources**

Access MiamiRE.com/International to Grow Your International Business

MAM

e Consumers RCA

MIAMI PARTNER

discontration in the

MIAMI Listings are on more than 500 Web Sites

Dates: 23 - 28 May 201

lates: 05 - 06 Dec. 2016

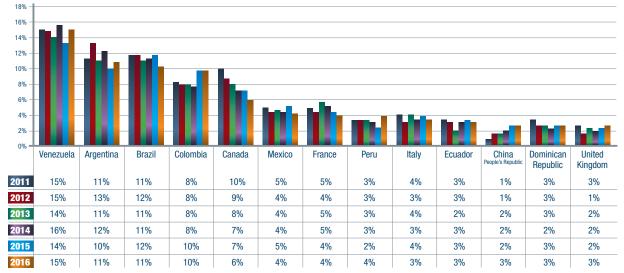
MIAMI International Council and Referral Network

#### MIAMI Offers:

- Global Market Research Global Events in Miami & Abroad
- International Professional Development
- **Cobranded International Marketing Materials**
- Foreign Investors Guide And Much More!

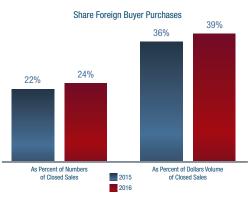
## January 2017 International Report

Top Tier Countries of Origin Top Tier: Countries of Origin of International Clients\*

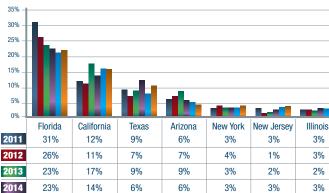


\* Includes some purchases in areas outside Miami-Dade, Broward, Palm Beaches and Martin Counties

#### Foreign Buyer Purchases Slightly Increased to 24 Percent of Closed Sales and 39 Percent of Dollar Volume







5%

4%



# **Connecting Members & Markets...** 160 International Partners real estate market and economy. The bilateral agreements also provide resources, visibility and connections for our valued international partners. MIAMI has

#### MIAMI now has 160 international real estate partners, the most of any REALTOR® association in U.S. after signing eight International Collaboration Agreements in just four days in November. These alliances create business opportunities for MIAMI members, enhance Miami's global position and strengthen the local

international partners in more than 50 countries and five continents.

## **MIAMI's New Partners:**

- Austria OVI
- Austria Association of Real Estate Experts
- Brazil CRECI-DF
- Conselho Regional de Corretores de Imóveis Distrito Federal **Brazil - SINDIMOVEIS-GO**
- Sindicato dos Corretores de Imóveis no Estado de Goiás
- **Brazil SINDIMOVEIS-ES** Sindicato dos Corretores de Imoveis do Estado do Espirito Santo Cambodia
- Cambodian Valuers and Estate Agents Association
- France FIABCI France

Fédération Internationale de l'Immobilier

- Latin America CILA
- Confederación Inmobiliaria de Latino America Serbia
- Real Estate Cluster Serbia

Spain - SIRALIA

Spanish International Realty Alliance













## Diamond Award and 6 Times Platinum!

Brazil - SINDIMOVEIS-G

On Nov. 5 in Orlando, Florida, MIAMI was the first and only association in the nation to be awarded the Diamond Global Business Council Award from the National Association of REALTORS® (NAR). The Diamond award is the highest level of recognition presented by NAR and highlights MIAMI's unprecedented commitment to excellence in global achievement on behalf of its 45,000 members.



There is no cost to join. Email international council@miamire.com to join today.

NAR-India 9th Annual Convention August 2017 India http://narindiaconvention.in

#### SECOVI Convention – Real Estate Week 2017 Aug. 26-29, 2017 - Convention October 2017

August 30, 2017 - Premio Master Imobiliario Sao Paulo, Brazil convencaosecovi com br

#### Salon National de L'Immobilier

Paris, France salons-immobilier.com

#### AMPI

October 17-21 2017 Villahermosa, Mexico congresonacionalampi.com.mx

#### Miami International **Real Estate Congress** October 29-31, 2017

Miami, Florida, USA miamicongress.com MIAMI EXHIBITING

#### **Realtors Conference &** Expo

November 3-6, 2017 Chicago, Illinois, USA Realtor.org/conference **MIAMI EXHIBITING** 



# **Education & Professional** Development miamire.com/education

Leticia Oliver

e-Pro, CIPS, RSPS, TRC Chief of Professional Development

letty@miamre.com

# **GRI Series**

Graduate. **Realtor**® **NSTITUTE** 

MIAMI Members \$99

Non-Members \$129

For Registration & Information please

call Florida REALTORS® at 800-669-4327

#### GRI Series 100: Standards of Practice

GRI 101, 102 and 103 are each a 15-hour course with a 1.5-hour exam approved for 11 hours of continuing education specialty credit or 15 hours of sales associate post licensing credit per module. Modules GRI 101 and 103 each carry 3 hours of Core Law credit.

#### **GRI Module 101:** Professionalism and the Law

June 13 and 14 MIAMI HQ 700 S. Royal Poinciana Blvd. Suite 400 Miami, FL 33166

June 15 and 16 West Broward Office 13680 NW 14 Street Sunrise, Florida 33323

June 20 and 21 **JTHS Council Office** 2151 Alternate A1A South Suite 1100 Jupiter, FL 33477

#### **GRI Module 102:** Starting Your Business

June 6 and 7 JTHS Council Office 2151 Alternate A1A South Suite 1100 Jupiter, FL 33477

June 13 and 14 West Broward Office 13680 NW 14 Street Sunrise, Florida 33323

June 20 and 21 MIAMI HQ 700 S. Roval Poinciana Blvd. Suite 400 Miami. FL 33166

### **GRI Module 103:** Maximize Your Profitability

June 6 and 7 MIAMI HO 700 S. Royal Poinciana Blvd. Suite 400 Miami, FL 33166

#### June 8 and 9 West Broward Office 13680 NW 14 Street Sunrise, Florida 33323

JTHS Council Office 2151 Alternate A1A S. Suite 1100 Jupiter, FL 33477

June 13 and 14

#### **GRI Series 200**

GRI 201 and GRI 202 are each a 15-hour course with a 1.5-hour exam approved for 11 hours of continuing education specialty credit or 15 hours of broker post licensing credit per module.

#### GRI Module 201: It's all about You!

March 7 and 8 **JTHS Council Office** 2151 Alternate A1A S. Suite 1100 Jupiter, FL 33477

March 9 and 10 East Broward Office 1815 Griffin Road, Suite 104 Dania Beach, FL 33004

March 21 and 22 MIAMI HQ 700 S. Royal Poinciana Blvd. Suite 400 Miami. FL 33166

#### **GRI Module 202:** Technology & Investments

#### March 7 and 8

East Broward Office 1815 Griffin Road Ste 104 Dania Beach, FL 33004

#### March 9 and 10 MIAMI HQ 700 S. Royal Poinciana Blvd. Ste 400 Miami, FL 33166

March 21 and 22 JTHS Council Office 2151 Alternate A1A South Suite 1100 Jupiter, FL 33477

#### **ABR:** Accredited Buyer Representative Take the ABR<sup>®</sup> Designation Course...

Don't Ever Work for Free Again

Approved for 11hrs CE • Members \$149 • Non-Members \$169

For Registration & Information please call Florida REALTORS® at 800-669-4327

- Build a buyer- representation business
- Value the services you perform on behalf of buyer-clients
- Increase confidence to work toward a signed buyer representation agreement if written buyer representation agreements are customary in your market
- Gain methods, tools, and techniques to provide the support and services that buyers want

#### March 7 and 8

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MIAMI HQ 700 S. Royal Poinciana Blvd., Ste. 400 Miami, FL 33166

March 9 and 10 East Broward Office 1815 Griffin Rd. Ste. 104 Dania Beach, FL 33004

March 9 and 10

MIAMI HQ

March 13 and 14 JTHS Council Office

2151 Alternate A1A S., Ste. 1100 Jupiter, FL 33477

#### March 7 and 8

ISH West Broward Office 13680 NW 14 Street

SPA Sunrise, Florida 33323

The Certified International Property Specialist

(CIPS) Designation is the only designation

of its kind in the real estate community. It's

synonymous with advanced expertise, a

global perspective and distinct understanding of global buyers, and comes with powerful

brand recognition with designees in over 50

countries. By earning your CIPS Designation,

you instantly align yourself with the best in

the business, and join an influential network

of international professionals. Don't just

give your business a global spin, take your

**Global Real Estate: Local Markets** February 8, 2017 • W. Broward - Sawgrass Office

February 10, 2017 • Coral Gables Office

February 27, 2017 • JTHS Office

business to the global level.

Miami, FL 33166 **Certified International Property Specialist** (CIPS) Designation Courses - Each Class 7 Hrs CE

#### **Global Real Estate: Transaction Tools**

March 6, 2017 • JTHS Office March 8, 2017 • West Broward - Sawgrass Office March 10, 2017 • Coral Gables Office

#### The Americas & Int'l Real Estate

700 S. Royal Poinciana Blvd., Suite 400

April 3, 2017 • JTHS Office April 5. 2017 • West Broward - Sawgrass Office April 7, 2017 • Coral Gables Office

#### Asia, Pacific & Int'l Real Estate

May 8, 2017 • JTHS Office May 10, 2017 • West Broward - Sawgrass Office May 12, 2017 • MIAMI HQ

#### **Europe & Int'l Real Estate**

June 5, 2017 • JTHS Office June 7, 2017 • West Broward - Sawgrass Office June 9, 2017 • Coral Gables Office



Course Credits: Counts as 16 Education credits towards the CRS designation MIAMI HQ • Members \$225 • Non-Members \$275

Only the professionals who learn proven listing strategies will win over the client and increase their conversion rate. Listing Strategies provides you with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively. The course takes you through an actual listing presentation that helps you understand the key steps in this process and create a system for success:

Closing techniques

Sellers' needs and motivations

Marketing plans and servicing systems

9

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- Conducting an effective listing presentation
- Pricing a home to sell
- Seller guidance and counseling

## REALTOR<sup>®</sup> BRANDING:

Marketing Yourself for REAL ESTATE SUCCESS It is an excellent quide for:

- New agents who are just starting their careers
- Agents who have tried several things and gotten lost
- Seasoned agents who have been doing business successfully
- and looking for a more structured and consolidated approach to their Marketing and branding
- Agents who have established preferred images in the market and would like to rebrand and reposition themselves



Instructor: Irina Kim Sang

Workbook

■ 11hr CF

2 DAY WORK SHOP APPROVED 11HRS CE

(\$26 Value)

\$120 includes

2 Day Workshop

Optional Book \$20

#### 30

# South Florida Real Estate School **Excellence in Real Estate Education**

- 63 Hour Sales License
- 72 Hour Broker License
- 45 Hour Sales Post
- 60 Hour Broker Post
- 14 Hour CE
- State Exam Prep Review
- Commercial Investment & Analysis
- Foundations for Success
- Landlord Academy
- CAM License
- CAM State Review
- Full-Service
- Top Instructors
- Competitive Pricing
- Pre and Post-license Courses
- Competitive Pricing
- Courses offered in English & Spanish
- Day and night classes

# **Get Your Broker License Today!**

Only 21/2 Weeks • Only \$475 Includes FREE State Exam Cram class Don't pay \$600 elsewhere.

## 7 Convenient Locations:

- **MIAMI Headquarters**
- **Coral Gables**
- **Northwestern Dade** (Hialeah)
- West Broward (Sawgrass)
- East Broward (DCOTA)
- **NE Broward** (Pompano Beach)
- Jupiter





Rick Burch CRB CRS GRI TRC e-F Director of SF Real Estate School rick@miamire.com

www.SFRESchool.com Dade (305) 468-7068 Broward (954) 335-5200

## For all your real estate licensing needs and to find a course near you: miamire.com/school

## 63Hr

FREC 1 Sales Associate Course

- First step in acquiring a state real estate license
- Overview of the real estate industry
- Must be completed prior to sitting for the required state exam.
- Includes a 270 page state exam manual

## 45Hr

#### 45 Hour Post Licensing

- Must be completed prior to first real estate sales license renewal
- Education & skills training necessary to grow & compete

## 79Hr

FREC II 72 Hour **Broker Course** 

- Completion required prior to sitting for the Broker state exam Build on previously obtained
- knowledge Includes broker's perspective

## STATE PREP CRAM

#### State Exam Prep Review

- Three day review of all course material
- For both Sales and Brokers license candidates
- Free to all SFRES students

#### FREE 45 HOUR POST LICENSING Other courses available at SFRESchool.com

**Broward** Sheraton **Cypress Creek** February 6-7

#### Jupiter **Jupiter Office** February 13 - 17

Miami-Dade Miami Airport **Convention Center** August 2017

## 60Hr

**Broker 60 Hour** Post License

- Required prior to your first Broker license renewal
- Two 30-hour courses: brokerage management & real estate investment
- planning, opening & managing a real estate brokerage

#### Community Association Manager

- 2 day course is taught by a real world CAM professional
- Prepares the student for the required state exam
- License is required to manage a condo or homeowner association of 10 units or more or with an operating budget of \$100,000 or more

#### **New Courses: Commercial Investment & Analysis for REALTORS®**

An introductory look at investment real estate including:

- Consumer motivations, Types of investing, Investment analysis
- Real estate investment term, FAR Commercial purchase contract
- Vacant Land Contract

#### **PPMC**

The Landlord Academy Prof. **Property Management Certification** 

For anyone who does property management or just invests in property

- Earn 8 hours of CE credit while learning the ins & outs of property management
- Taught by Bryan Chavis of The Landlord Academy

Real world information on

## CAM



# The Power of the MIAMI International Referral Network

# The Power of CONNECTING GLOBAL MARKETS

 More than 160 Partner Organizations Worldwide
 Links MIAMI Properties to Over 500,000 Real Estate Professionals Around the World
 Connect to our International Referral Network

For the full list go to: miamire.com/international/partners

AUSTRALIA ARGENTINA BAHAMAS BELIZE BOLIVIA BRAZIL BULGARIA CHILE **COLOMBIA** CAMBODIA **COSTA RICA** CZECH REPUBLIC DENMARK **DOMINICAN REPUBLIC ECUADOR EL SALVADOR** EUROPE FRANCE GERMANY GREECE **GUATEMALA** HONDURAS HUNGARY INDIA IRELAND ITALY JAMAICA **MEXICO** NICARAGUA PANAMA PERU PHILIPPINES POLAND **POLAND/ GERMANY** PORTUGAL **PUERTO RICO** ROMANIA RUSSIA SERBIA SINGAPORE **SLOVAK REPUBLIC SPAIN** TAIWAN UKRAINE URUGUAY **United Arab Emirates DREI U.S. Virgin Island** VENEZUELA VIETNAM **CENTRAL EUROPE** CEREAN EASTERN EUROPE FECEPAC FIABCI AIRFFC **CITYSCAPE** LATIN AMERICA MEXICO UNITED KINGDOM