



Websites You Can Use



National Association of Realtors®

www.realtor.org or www.realtor.com

This site is filled with a wealth of information of benefits and services, national news, education information, and much more offered by the National Association of REALTORS®. This site does require a username and password, which can be created using your NRDS# the first time visiting the site. **Additional Links provided by NAR:**

Profile Page for Settings: <http://reg.realtor.org/roreg.nsf/pages/MyAccount>

Claim your Realtor® Profile: <http://marketing.realtor.com/realtor-profile.php>

REALTOR.com Videos - <https://www.youtube.com/user/RealtorDotCom>

Claim your .Realtor Domain: <https://www.get.realtor/>

Prospecting/Farming Ideas: www.nar.realtor/farming-prospecting

REALTOR® Safety: www.realtor.org/safety

Florida Realtors®

www.floridarealtors.org

The Florida REALTORS® website offers statewide and local information. This site gives information on education, location of other REALTORS® in the state, statewide government affairs and much more. This site also contains the FL Bylaws, of which it is recommended to become familiar with.

JTMS-MIAMI Association of Realtors®

www.miamirealtors.com or www.miamirealtors.com/jtms and www.MiamiRealtorsLive.com

The Miami Association of REALTORS® Inc., has developed a website for members' convenience. Everything in Real Estate Begins here. A variety of useful tool can be found on this site, to include the members access to the Gateway, online education classes, co-branding material, and much more. It also contains addition links that are available for members and the public.

Department of Business and Professional Regulations (DBPR)

www.myfloridalicense.com

The Department of Business and Professional Regulation is the agency charged with licensing and regulating businesses and professionals in the State of Florida, including real estate. Keep track of your credit hours and update your information through their online system.

Supra

www.supraekey.com

The real estate home page is designed to make it easier for you to find the information you're looking for. Here you can log into Supra. This system allows you to track showings for your listings, update your key online, billing, and contains other helpful services concerning your Supra Account.

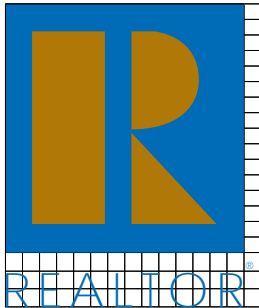
Do Not Call Compliance <https://telemarketing.donotcall.gov>

The rules governing use of REALTOR® and REALTOR-ASSOCIATE® on the Internet are those governing use of the REALTOR® marks elsewhere with two exceptions. The marks still must be used to identify a member, so in domain names and e-mail addresses they must be used with the member's name (e.g., johndoorealtor.com or realtorjohndoe.com) or with a member's firm name (e.g., xyzcompanyrealtors.com). The REALTOR® marks may not be used with descriptive words or phrases, including geographically descriptive terms (e.g., professionalrealtor.com or chicagorealtor.com). The two exceptions both reflect the special circumstances of the Internet and particularly domain names.

- The member's name or firm name does not need to be separated from the term REALTOR® with punctuation since most punctuation can not be used in domain names.
- The requirements to use capitalization and the trademark symbol with the term REALTOR® are relaxed since such formalities either can not or are not normally observed in domain names.

The REALTOR® logo is comprised of three components: the block, the "R" within the block and the term REALTOR® below the block. It has been designed to take advantage of certain size and contrast relationships among its components. Downloadable files of the official logo are available online on the 'About NAR' page of NAR's Internet site, www.REALTOR.org. Select the 'Logo/Graphic Standards' link under the 'About NAR Resources' section.

- Always display the logo in its correct form. The proper dimensions of the logo are represented by superimposing the logo on a grid:



- Use a sharply-contrasting single color for the logo unless you're using REALTOR® Gold (Pantone 871) for the "R" and REALTOR® Blue (Pantone 293) for the block and term REALTOR®. These are the "official" colors for the logo. When printing the logo in one color, PMS 293 blue or black is strongly encouraged.
- When used on a dark background, be sure to reverse all components of the logo. NOTE: The dark background color should show through the "R":



- When the logo appears alone on a window decal, etc., without other wording, allow margins:



- Allow blank space of at least one half the width of the block "R" logo (no text may be nearer than this) when using the logo on letterhead, signs, etc.:



- Use a logo that is large enough so that all the parts – the block "R," the term REALTOR®, and the symbol "®" – can be seen and read clearly:



- The REALTOR® logo must never be distorted or altered.

- **Don't** eliminate any of the parts of the logo such as the term REALTOR®:



- **Don't** outline or frame the logo or parts of the logo:



- **Don't** combine with other symbols or words:



- **Don't** redraw, change the size or letter type of portions of the logo:



Additional copies of this pocket reference are available for purchase from the NATIONAL ASSOCIATION OF REALTORS® by calling 1-800-874-6500. For additional information on proper use of the collective membership marks, please contact the Trademark Coordinator at the NATIONAL ASSOCIATION OF REALTORS®, 430 N. Michigan Ave., Chicago, IL 60611-4087 or call 312-329-8373.

Item #126-181 (02/09 BFC)
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NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate®

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www.REALTOR.org



on your
MARK

A T R A D E M A R K
P O C K E T
R E F E R E N C E
F O R
M E M B E R S



NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate®

Real Strength.
Real Advantages.

introduction

Trademarks are useful tools. They help us distinguish among products, services and, yes, sometimes people. When we ask for a Pepsi-Cola® brand soft drink we won't get Coke®. Similarly, when the public asks for a REALTOR® or sees the block "R" logo, we want them to know that they are getting more than a real estate licensee – they are getting a member of the NATIONAL ASSOCIATION OF REALTORS® (NAR).

Every time you tell the public you are a REALTOR®, you tell them you subscribe to a strict Code of Ethics, you are a member of the largest trade association in the U.S., and you are informed about issues that affect real estate business. That's a lot of mileage from one trademark! So, it's important to always use the REALTOR® marks and logo correctly to identify yourself as a member of the National Association.

The rules for proper use of the REALTOR® marks and logo apply to any and all media. Whether the marks are used on outdoor signs or newspaper display ads, masonry or paper mache, letterhead or flyers, the rules remain the same. Additionally, the same rules apply to use of the marks in all forms of electronic advertising and communication, including the Internet. A few special rules have also been developed to explain how members may use the marks as a part of the domain name for their real estate business.

The National Association has developed guidelines on the proper use of the REALTOR® marks and logo. This guide summarizes five limitations on the use of the marks. Further information on use of the marks may be found at NAR's Internet site, www.REALTOR.org, on the 'Law and Policy' page under REALTOR® Trademark/Logo Rules.

who?

THE MEMBERSHIP LIMITATION

- Member boards membership classifications must include either one (REALTOR®) or two (REALTOR® and REALTOR-ASSOCIATE®) classes of membership.
- REALTOR® members are authorized to use the terms REALTOR® and REALTORS® and the REALTOR® logo.
- REALTOR-ASSOCIATE® members are authorized to use the term REALTOR-ASSOCIATE® and the REALTOR® logo when their firm or broker is also identified in the same materials.
- A non-member is *never* authorized to use the REALTOR® marks or logo in connection with his or her name. A member broker may, however, authorize a non-member salesperson affiliated with him or her to use business supplies except business cards on which the marks or logo have been used in reference to the member broker's name or firm.
- REALTOR® and REALTOR-ASSOCIATE® can be used with your name or your firm's name to identify you as a member.

what?

THE REAL ESTATE BUSINESS LIMITATION

- Members are licensed to use the marks and logo in connection with their real estate business. "Real estate business" includes real estate brokerage, property management, real estate appraising, real estate counseling, real estate syndication, land development and building.
- Members are not authorized to use the marks and logo in connection with any other activities. For instance, a member may not use the REALTOR® marks or logo in connection with a real estate school, advertising or marketing services for other REALTORS®, the sale of office supplies, the offering of real estate franchise offices, etc.

where?

THE GEOGRAPHIC LIMITATION

Members are authorized to use the REALTOR® marks and logo anywhere in the country, provided that the marks are accompanied by the business name and address, in connection with which membership is held. You may not use the marks in reference to other offices unless you belong to a member board in connection with that other office location.

when?

THE CONTEXT OF USE LIMITATION

- The terms REALTOR®, REALTORS® and REALTOR-ASSOCIATE® and the block "R" logo are collective membership marks. The terms do not describe the jobs real estate licensees perform.
- Never use descriptive words (e.g., commercial, Illinois, full-time) to modify the term REALTOR®, REALTORS® or REALTOR-ASSOCIATE® because such terms encourage an incorrect contextual meaning for the terms.
- When you are asked what you do for a living, describe your profession before you use the term REALTOR® to indicate you are also a member of a local board and committed to a strict Code of Ethics.

For example, say, "I am a real estate broker and also a REALTOR®."

- Please remember to distinguish words that describe jobs or lines of business such as "builder" or "insurance" from the marks.

*For example, use "INSURER, REAL ESTATE AGENT, BUILDER" **not** "INSURER, REALTOR®, BUILDER."*

- Use the marks only when talking about your membership in the local board, state association or National Association.

Follow this rule: If the phrase "member of the NATIONAL ASSOCIATION OF REALTORS®" cannot logically be substituted for the term REALTOR®, then the term REALTOR® should not be used. Instead, use a descriptive phrase like "real estate agent."

how?

THE FORM OF USE LIMITATION

- The terms REALTOR®, REALTORS® and REALTOR-ASSOCIATE® should appear in all capital letters and the federal registration symbol "®" should be used with each term whenever possible.

For example, John Jones, REALTOR®. When not possible, REALTOR or Realtor® are permitted but less preferred alternatives.

- Do not use the terms REALTOR® or REALTORS® in your firm name, rather use them adjacent to your firm name.

*Correct: John Doe, Inc., REALTORS®;
Incorrect: John Doe REALTORS®, Inc.*

- Punctuation should be used to separate your name and firm name from the terms even when they appear on separate lines:

*For example, John Jones—
REALTOR®.*

- Say REAL-tor as a two-syllable term with emphasis on the first syllable "REAL", **not** REAL-i-ter or REAL-a-ter.
- Use non-member; instead of non-REALTOR®, when referring to one who is not a member.
- When speaking of more than one member, use REALTORS® and REALTOR-ASSOCIATE®s.
- Avoid possessives whenever possible and when not, use REALTOR®s (singular possessive) or REALTORS® (plural possessive). For the term REALTOR-ASSOCIATE®, it's REALTOR-ASSOCIATE®s (singular possessive) or REALTOR-ASSOCIATE®s' (plural possessive).
- Don't hyphenate (REAL-TOR); abbreviate (Rltr.); expand (Realtorific); or combine the terms REALTOR®, REALTORS® or REALTOR-ASSOCIATE® with other terms (REALTOR®-ASSISTANT).
- Don't use descriptive words to modify the terms: e.g., "Professional REALTORS®"; "Florida's Biggest REALTOR®"; "Twin City REALTORS®."

STANDARDS OF CONDUCT REALTORS® DO

SHOWINGS

- **RETURN** appointment calls promptly.
- **FOLLOW** instructions when showing listings/making appointments.
- **ARRIVE** on time.
- **LEAVE** your business card.
- **TURN** off all lights that were not on upon arrival.
- **CALL** sellers or seller's agent to inform if you are delayed or appointment cancelled.
- **CLOSE** drapes/blinds, which are closed upon arrival.
- **LOCK** all doors before leaving.
- **CHECK** all doors, even if you didn't open them.
- **REFRAIN** from smoking in the property.
- **USE** sidewalks.
- **QUALIFY** buyer before showing.
- **NOTIFY** the listing broker if there appears to be inaccurate information on the listing.
- **REPORT** suspicious odors, broken locks, windows, etc. to listing office.
- **BECOME** familiar with property before showing.
- **WAIT** outside if another agent is showing property when you arrive.
- **LEAVE** thermostat at setting upon arrival.

OFFERS TO PURCHASE AND CONTRACTS

- **USE** most current version of contract and complete all fields.
- **INCLUDE** license numbers on contract.
- **PRESENT** all offers in order before accepting any.
- **REMEMBER**...listing agent presents offer.
- **INVITE** selling agent to be present when presenting offer.
- **PREPARE** qualifying information for listing agent.
- **ALLOW** privacy for listing agent and seller to discuss terms of offer.
- **ENCOURAGE** sellers to put counter or reject offers in writing.
- **PRESENT** all offers (in the order received).
- **SPECIFY** in writing what stays with the property.
- **FILL** out all forms pertaining to contract and provide enough copies for everyone.
- **HAVE** changes to offer initialed and dated by all parties.
- **LEAVE** copy of contract and other forms with buyers and sellers when their signatures or initials are obtained.
- **PROVIDE** copy of final contract to all parties after all signatures are obtained.
- **VERIFY** that buyer applied for loan.
- **KEEP** track of time for loan commitment. Extend loan commitment date before time runs out or contract is void.
- **NOTIFY** listing agent in writing when loan is approved.
- **KEEP TRACK** of all due dates you, inspections and appraisals.

COURTESY

- **REMEMBER** the REALTORS® Code of Ethics and "Do unto others as you would have them do unto you."
- **IDENTIFY** yourself immediately when calling another office or setting up showing appointments.
- **DIVULGE** all pertinent information to selling agent.
- **GIVE** explicit directions by street name and number.
- **FILL** out listing form with every detail which is ascertainable...you owe it to your clients.
- **HAVE** access to property with key and any necessary instructions for showing.
- **RETURN** keys to listing office promptly if borrowed.
- **RETURN** all keys to lockbox.
- **CONTACT** cooperating agent or broker to negotiate if there is a conflict on procuring cause or selling commission.
- **RESPOND** promptly to inquiries.
- **MAKE** calls to other REALTORS® during normal business hours if possible.
- **LEAVE** clear message so agent can return your call with required information.
- **RESPECT** other agents' "family time" in mornings and evenings.
- **GET** involved in local board activities and become familiar with fellow REALTORS® and Affiliate Members.



PROVIDED BY THE MIAMI ASSOCIATION OF REALTORS®

700 S. ROYAL POINCIANA BLVD. • SUITE 400 • MIAMI, FL 33166 • 305-468-7000 • 305-468-7070 FAX
WWW.MIAMIRE.COM

STANDARDS OF CONDUCT REALTORS® DO NOT

SHOWINGS

- **DO NOT SHOW** without an appointment.
- **DO NOT CONTACT** seller directly unless authorized.
- **DO NOT LEAVE** trash on property.
- **DO NOT SMOKE** or allow smoking on property.
- **DO NOT ALLOW** children to wander.
- **DO NOT FAIL** to cancel, or call, if late or unable to show.
- **DO NOT DISCUSS** price, etc., in front of seller.
- **DO NOT CRITICIZE** property in the presence of the occupant.
- **DO NOT TALK** to seller about potential contract terms while showing.
- **DO NOT REARRANGE** furniture and leave it that way.
- **DO NOT LEAVE** doors unlocked, windows open, etc.
- **DO NOT FORGET** to leave business card.
- **DO NOT FORGET** to set thermostat at arrival setting.

OFFERS TO PURCHASE AND CONTRACTS

- **DO NOT HOLD** offer to purchase...to present at your convenience.
- **DO NOT HOLD** offer to purchase...waiting for another offer.
- **DO NOT ALTER** contract yourself.
- **DO NOT INFORM** another agent that property is "under contract" until signatures of all parties have been obtained.
- **DO NOT DIVULGE** contents of offer to purchase to another agent prior to closing unless instructed by seller.
- **DO NOT PURSUE ASKING** for the amount when agent calls with an offer.

COURTESY

- **DO NOT PROVIDE** property information to co-broker's client that is branded.
- **DO NOT DISPARAGE** publicly another agent or firm's business practices by word or deed. Please ... no comments about, or opinion of, another's listing or transaction.
- **DO NOT INTRUDE** when another agent is showing.
- **DO NOT CALL** to say you have an offer to purchase unless you have it in writing.
- **DO NOT NEGLECT** to call seller to make appointment for another agent if showing is through listing agent.
- **DO NOT COMMUNICATE** any conflict between brokers and agents to buyers or sellers.
- **DO NOT OFFER** a property at any price or terms not outlined in writing by seller.
- **DO NOT ALLOW** lock box key out of your possession.
- **DO NOT SOLICIT** a future listing on a currently listed property (no matter how well you know the parties; including personal friends or relatives).
- **DO NOT COMMUNICATE** with the co-broker's client.
- **DO NOT ADVERTISE** other agents listings without permission.

ILLEGAL ACTS

- **PLACING** signs on rights of way.
- **SIGNS** without company name.
- **FALSE** advertising.

COMPLAINTS CAN BE FILED

- **FOR** unlicensed activity – go to www.state.fl.us/dbpr site or call toll free 866-532-1440.
- **AGAINST** a licensed individual – go to www.myflorida.com site.
- **AGAINST** a mortgage broker – call 800-848-3792
- **AN ETHICS** complaint against a REALTOR® - go to the Association Website: www.miamire.com, "Association" tab and send complaint to member's association.

ALWAYS HAVE YOUR LICENSE AVAILABLE TO SHOW. IT IS A FELONY TO PRACTICE REAL ESTATE WITHOUT A LICENSE



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YOU SAID WHAT?

An Antitrust Compliance Brochure

This brochure has been prepared by the Risk Management Committee of the National Association of REALTORS® to supplement the REALTOR® association's long standing antitrust compliance program. Its purpose is to assist members in applying these principles in their individual offices when confronting issues raised by the presence of new business models offered by competitors.

Real estate is and always has been a very competitive business. The multitude of firms that are active in the business in most markets, the entrepreneurial spirit that is a trademark of the sales people who make up the bulk of the industry, and the relative easy entry into the real estate business combine to insure competition. Over the years the real estate business has benefited from that aspect by seeing the different possible business models employed by competitors. Successful innovations take root and spread among the industry. Less successful ones fall by the wayside.

Our industry finds itself in another period where new business models are being introduced. That increases challenges and competition, just as new models have in the past. The law and our Code of Ethics serve to assure that consumers have the complete and accurate information they need to make their marketplace decisions. In the end, consumers decide which business methods will prevail and survive and which will fail. That, of course, is the heart of the REALTOR® association's antitrust compliance program.

One of the bedrock principles of antitrust compliance is that neither associations nor their members collectively set the price of services provided by real estate professionals. That is a decision that is made independently by each firm. The firm's sales associates must take care to present pricing policies to prospective clients in a manner that is consistent with the fact that the fees or prices are *independently established*. This means they should never respond to a question about fees by suggesting that all competitors in the market follow the same pricing practices or to a policy of the local board or association of REALTORS® that supposedly prohibits or discourages price competition.

Never say things that could be understood to suggest a conspiracy or falsely disparage a competitor:

- This is the rate every firm charges.
- I'd like to lower the commission, but no one else in the MLS will show your house unless the commission is X%.
- I have to charge you this rate because this is the rate the Board of REALTORS® set for all real estate agents.
- Before you decide to list with XYZ Realty you should know that because they are "discount" brokers, members of the association won't show their listings.

Focus on the positive aspects of doing business with you and the services which distinguish your firm:

- I have a marketing program that gets results. Let me explain my sixty day marketing plan and all it includes.
- Our company has been in business for Y years and has serviced thousands of clients with the highest professionalism. We choose to charge X% and our clients have chosen to pay X% because of the service provided.
- Yes, our company charges a commission of A% and company 2 charges a commission of B%, but at the same time you are comparing commission rates, Mr. Seller, be sure to compare services, in order to get an apples-to-apples analysis.
- I appreciate your comments, my interest is in helping you meet your goals by getting you the best price, in the quickest amount of time, with the least amount of problems. Let me show you how I do it.
- I am proud of my company's reputation for professionalism and getting things done. Let me show you some of our sales (*or whatever*) statistics that prove we do what we say.

Additionally, the obligations of a member of the REALTOR® association impose a higher standard with regard to the statements made about competitors. Article 15 of the REALTOR® Code of Ethics states,

REALTORS® shall not knowingly or recklessly make false or misleading statements about competitors, their businesses, or their business practices.

The National Association's Professional Standards Committee has said the Article logically flows from the REALTOR®'s duty established in Article 12 "to present a true picture in ... representations." This includes comparisons with competitors, and comments or opinions offered about other real estate professionals. While the Article is not intended to limit or inhibit the free flow of the commercial and comparative information that is often of value to potential users of the many and varied services that REALTORS® provide, it does require a good faith effort to ensure that statements and representation are truthful and accurate.

The path to managing this risk is really consistent with the philosophy of the REALTOR® organization. By focusing on the positive and presenting it honestly, the potential risks posed by the antitrust laws will be minimized and you will not only have avoided that legal and ethical liability, but you will probably elevate yourself and your firm in the eyes of the most important audience, the people who are going to be selecting you to represent them in the sale or purchase of their home.

Excerpts from Antitrust and Real Estate for REALTORS® and REALTOR-ASSOCIATE®s (5th ed.) and Professionalism in Real Estate (2003).

Additional Resources:

Avoiding Antitrust Risk (a REALTOR Magazine Toolkit)

<http://www.realtor.org/rmtoolkits.nsf/pages/brokerrisk17?OpenDocument>

Antitrust and the Real Estate Brokerage Firm (*The Letter of The Law*)

<http://www.realtor.org/LetterLw.nsf/pages/0802antitrust?OpenDocument>

Please note: Both of the foregoing articles are in the members-only section of Realtor.org

REALTOR® Code of Ethics

<http://www.realtor.org/mempolweb.nsf/pages/code?opendocument>

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REALTOR[®] SAFETY

PRESENTATION HANDOUTS

knowledge awareness empowerment

www.REALTOR.org/Safety

 NATIONAL
ASSOCIATION of
REALTORS[®]



REALTOR® SAFETY

SECTION ONE: INTRODUCTION

SECTION 1 INCLUDES:
LEARN FROM OTHERS' EXPERIENCES
KNOW YOUR LOCAL SAFETY RESOURCES

knowledge awareness empowerment

www.REALTOR.org/Safety

SECTION 1: INTRODUCTION

LEARN FROM OTHERS' EXPERIENCES

Every year, agents around the country are threatened, robbed, or physically or sexually assaulted while fulfilling the everyday requirements of their jobs. Some even lose their lives. By learning from these unfortunate and sometimes tragic incidents, we real estate agents can make adjustments to the way we do business and avoid violent crimes.

We've gathered a few examples from across North America.

Texas

A 53-year-old Texas man is suspected of stealing more than \$20,000 worth of jewelry from a home in the exclusive community of Highland Park. Police say the man posed as a motivated real estate buyer, visiting open houses or actually making an appointment with an agent to see a home. Once inside, he would roam around surreptitiously looking for valuables, preferring jewelry. Police believe he committed similar crimes while looking at homes in Collin County, north of Dallas, but began scouting bigger homes for bigger bling.

(Source: *Housing Watch*)

www.housingwatch.com/2010/05/19/dallas-crook-poses-as-home-buyer/

Oregon

A real estate agent working late in the model home of a subdivision was tied up and robbed of her ATM card. Deputies say the real estate agent told them the armed robber accosted her as she was leaving, tied her hands behind her back, took the card from her purse, got the personal-identification number from her and then duct-taped her mouth. The card was later retrieved from an ATM machine. Detectives say photos show a man with something covering his face looking into the machine or trying to retrieve something from it. They say the real estate agent managed to get free, suffering minor injuries, and then called 911.

(SOURCE: *OregonLive.com*)

www.oregonlive.com/washingtoncounty/index.ssf/2009/11/aloha_real_estate_agent_robbed.html

CONTINUED

REALTOR® SAFETY

INTRODUCTION

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SECTION 1: INTRODUCTION Learn from Others' Experiences CONT.,

Manitoba

A Winnipeg real estate agent says she was randomly attacked by a man who tricked her into believing he wanted to purchase some property as part of an elaborate ruse to get her alone. The man, who claimed he wanted to purchase a new home, said he found her name through the Real Estate News, then later said he'd visited her office, saw her picture and thought she was "really good-looking." The woman said she was slightly uncomfortable, but brushed aside that comment while taking him to see several residences. She eventually went to his apartment on the belief she would be writing a purchase offer—but the meeting quickly turned from business to criminal. She fought off his attack and fled. Police executed a search warrant at his home, and discovered he had been conducting disturbing online searches for photos and videos depicting violent sexual attacks against real estate agents. There was also evidence he had been scouring Winnipeg property listings and agents to find the perfect target and location to commit his crime.

(Source: Winnipeg Free Press)

www.winnipegfreepress.com/local/real-estate-agent-tells-trial-of-alleged-sex-assault-94059284.html

California

The body of a male real estate agent was discovered in the living room of a foreclosed home, when another real estate agent arrived to show the home to a client. The agent had been missing for more than three days, after an appointment to show prospective buyers a home. He had been stabbed several times.

(SOURCE: CBS News)

<http://cbs2.com/local/real-estate-agent-2-1092059.html>

REALTOR® SAFETY

INTRODUCTION

SECTION 1: INTRODUCTION

KNOW YOUR LOCAL SAFETY RESOURCES

Regardless of where you live and work, your number one resource for local safety information is your local police department. Here are five ways you can enlist your local police to help you keep your agents safe:

1. Ask for an in-house safety presentation.

Call the nearest police station and ask for the public education officer or safety education officer. Ask that person if the department can schedule a presentation for your office to address personal and professional safety. Schedule a time when all your agents can attend. Note that the police may need some time and input to customize a presentation for you, but the police can help educate your agents about general and specific dangers, and give them some concrete advice for avoiding those dangers.

2. Ask if they can provide agent safety information.

Some police departments provide safety information specific to real estate professionals. You'll find valuable tips for our industry on the Web sites of the city of Baton Rouge, Louisiana (www.brgov.com/dept/brpd/safety.htm) and Eugene, Oregon (www.eugene-or.gov and search on "Realty Personal Safety Guidelines"), to name a few. (See the "Safety Resources" handout online for more.) Perhaps your police department is also interested in educating real estate professionals on specific safety issues. Once you've contacted your public education officer, ask if your local police department is interested in posting or providing similar information.

3. Ask if they can make a commitment to keep your agents safe.

Establish a relationship with your local police department with the first two steps listed here. Once they understand your commitment to the safety of your agents, ask them if they can, on request, have a squad car drive by scheduled open houses. You might also ask if an officer can perform a safety evaluation of your office building and make any recommendations for making it more secure such as replacing locks or installing bars on windows.

CONTINUED

REALTOR[®] SAFETY

INTRODUCTION

SECTION 1: INTRODUCTION Know Your Local Safety Resources CONT.,

4. Ask that they share information on any relevant local crimes.

Once you have placed agent safety at the forefront of your police representative's mind, ask if he or she can let you know as soon as possible if any crimes are committed against real estate professionals in your community. Criminals often repeat their behavior, whether is robbing a lone real estate agent in a vacant property or even rape or murder. The sooner it you know that something, even something minor, has happened to a real estate professional in your area, the sooner you can alert your own agents to a specific danger.

5. Ask the fire department for help.

Check with your local fire department to find out what guidance and education they can provide for your office. They may assist you with fire drills and evacuation drills that are appropriate for your office setting.

5. Check with local colleagues.

Meet weekly or monthly with your own co-workers and other area brokers and agents to discuss business and safety issues. Share any concerns and news, such as harassing phone calls or suspicious-seeming clients.

Know Your Community

In addition to working directly with your local police and fire departments, there are ways to stay informed on what's happening in your town. Make it a goal to learn about crimes as they occur and share this information with everyone in your office. You'll all be able to stay alert to trends in theft and burglary, personal attacks, and vandalism. Information sources include:

- Your local paper may have a "police blotter" section that lists recent arrests.
- Neighborhood watch groups and crime-buster groups usually know everything that happens in a specific neighborhood. If you can't find a group like this in your area, ask the police department for the closest one. You can also start your own.
- Many local police departments have Web sites that list recent crimes and arrests.
- Join your chamber of commerce and network with other businesspeople.
- Your state or local REALTOR[®] Association may provide this information. Check their Web site and if they don't have a news section, contact them about adding one.



REALTOR[®] SAFETY

SECTION TWO: SAFETY AT THE OFFICE

SECTION 2 INCLUDES:
SAFETY AT THE OFFICE
PROTECT YOURSELF WITH SMART MARKETING MATERIALS

knowledge awareness empowerment

www.REALTOR.org/Safety

SECTION 2: SAFETY AT THE OFFICE**SAFETY AT THE OFFICE**

Apply the following safety procedures to help keep you and your belongings safe at the office:

General Security Measures

- Know staff in other nearby businesses and be aware of their schedules.
- Ensure all doors other than the main entrance are secured.
- Make certain windows are not obscured so that passersby can see in.
- Make sure there is a clear exit route from the service desk to the door.
- Never allow visitors to wander freely about the business. Have the person whom they want to see come to the front office area and escort the individual to the meeting area.
- Have a visitor log book and policy on issuing visitor tags that limit access to certain areas and hours of the day.
- If you encounter an individual while working late or alone, indicate to that person that you are not alone. Say something like, "My supervisor will be right with you and should be able to assist you."
- Keep personal information private. Avoid discussing where you live, after-work or vacation plans in front of customers, new coworkers or anyone in general with whom you are not comfortable.
- Install a spare phone in the storage room.
- Install an alarm, (preferably both audible and monitored). Have alarm buttons in strategic spots; i.e. panic buttons at the reception area.
- Install surveillance cameras that will monitor the front entrance, the reception area, and other areas that are accessible to the public.

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REALTOR® SAFETY

SAFETY AT THE OFFICE

SECTION 2: SAFETY AT THE OFFICE Safety at the Office CONT.,

Personal Valuables and Equipment

- Never leave valuables, purses or wallets tucked behind counters or on desks.
- Lock away personal letterhead and business cards to avoid use by unauthorized people.
- Mark equipment for easy identification in the event of theft or damage. Maintain an inventory of all marked items.
- Lock up audio/visual equipment when not in use.
- Secure spare and master keys in locked cabinets.

Protect Client Information

Most offices keep sensitive personal information on their computers and/or in paper files—names, Social Security numbers, credit card or other account data—that identifies customers or employees. If this sensitive data falls into the wrong hands, it can lead to fraud or identity theft.

State and federal laws govern how personal information should be disposed of. Specifically, the Federal Trade Commission (FTC) has a Disposal Rule that requires businesses to adopt appropriate disposal practices that are reasonable and appropriate to prevent the unauthorized access to – or use of – information in a consumer report. Be sure you check for applicable laws that will dictate how you handle and dispose of personal information.

A sound data security plan is built on 5 key principles:

- 1. Take stock.** Know what personal information you have in your files and on your computers. Effective data security starts with assessing what information you have and who has access to it. Understanding how personal information moves into, through, and out of your business and who has—or could have—access to it is essential to assessing security vulnerabilities.

CONTINUED

SECTION 2: SAFETY AT THE OFFICE Safety at the Office CONT.,

2. Scale down. Keep only what you need. If you don't have a legitimate business need for sensitive identifying information, don't keep it. In fact, don't even collect it. If you have a legitimate business need for the information, keep it only as long as it's necessary. If only one or two employees need access to personal information, make sure access is limited to only those employees.

3. Lock it. Protect the information that you keep. The most effective data security plans include physical security, electronic security, employee training, and the security practices of contractors and service providers.

4. Pitch it. Properly dispose of what you no longer need to ensure that it cannot be read or reconstructed. Check federal and state laws regarding destruction of personal information to make sure you're in compliance.

5. Plan ahead. Create a plan to respond to security incidents. Have a plan in place to respond if there is a security breach. Designate a senior member of your staff to coordinate and implement the response plan.

Access to Your Office

- Restrict office keys to those who need them. Maintain a record of keys, including issue and return dates, name and signature of recipient and an outline of the consequences should an important key be missing.
- Mark office keys with "Do Not Duplicate."
- Establish a rule that keys are not to be hidden or left unguarded on desks or cabinets and enforce that rule.
- Have a procedure in place for collecting keys and identification from terminating employees.
- Treat doors with coded locking systems as you would a key. Codes are released to appropriate individuals only, and should be changed as those individuals leave your employment. Have a procedure in place for the release of these codes.

(Sources: Sonoma County Crime Crushers; Federal Trade Commission)

SECTION 2: SAFETY AT THE OFFICE

PROTECT YOURSELF WITH SMART MARKETING MATERIALS

Consider these tips in preparing or updating the information you use to get business:

- All of your marketing materials should be polished and professional. Don't use alluring or provocative photography in advertising, on the Web or on your business cards. There are many documented cases of criminals actually circling photographs of their would-be victims in newspaper advertisements. These victims were targeted because of their appearance in the photograph.
- Limit the amount of personal information you share. Consider advertising without using your photograph, home phone number and/or home address in the newspaper or on business cards. Don't use your full name with middle name or initial. Use your office address—or list no address at all. Giving out too much of the wrong information can make you a target.
- Install caller I.D. on your telephone, which should automatically reject calls from numbers that have been blocked. This will provide you with immediate information about the source of the call.
- Concentrate on your professional proficiency rather than personal information in newspapers, resumes and business cards.
- Be careful how much personal information you give verbally as well. Getting to know your client does not need to include personal information about your children, where you live and who you live with.
- All agents in your office should use only their first initial and last name on their "For Sale" signs to conceal gender and prevent anyone other than a personal acquaintance or current client asking for you by name.

(Sources: Washington Real Estate Safety Council; Louisiana REALTORS® Association; City of Mesa, AZ)



REALTOR[®] SAFETY

SECTION THREE: SAFETY WITH CLIENTS

SECTION 3 INCLUDES:

SAFETY AT PROPERTY SHOWINGS
SHOWING AND MANAGING COMMERCIAL PROPERTY
FIGHT OR FLIGHT
GUIDELINES FOR CHOOSING A SELF-DEFENSE COURSE
SAFETY ON THE ROAD
CELL PHONE SAFETY
10-SECOND RULE
SAFETY AT OPEN HOUSES
PROTECT YOURSELF WITH A DISTRESS CODE SYSTEM
SHARE SAFETY TIPS WITH YOUR CLIENTS

knowledge awareness empowerment

REALTOR[®] SAFETY

SAFETY WITH CLIENTS

SECTION 3: SAFETY WITH CLIENTS

SAFETY AT PROPERTY SHOWINGS

When meeting a client alone, you can minimize your risk by adopting these safety precautions:

- When you have a new client, ask him/her to stop by your office and complete a Prospect Identification Form (an example of this form is online at www.REALTOR.org/Safety), preferably in the presence of an associate. Get the client's car make and license number.
- Call references and verify their employment and current address, and retain this information at your office.
- Check county property records to confirm the ownership of a property before you go to a listing appointment or approach a for-sale-by-owner listing. The more information you have, the easier and faster it is for police to catch a perpetrator if you become a victim.
- Introduce the prospect to someone in your office. A would-be assailant does not like to be noticed or receive exposure, knowing a person could pick him/her out of a police lineup.
- Always let someone know where you are going and when you will be back; leave the name and phone number of the client you are meeting.
- Have a check-out employee board at work, listing your name, destination, customer name, date and expected return time.
- Never list a property as "vacant." This is an open invitation to criminals.
- Show properties before dark. If you are going to be working after hours, advise your associate or first-line supervisor of your schedule. If you must show a property after dark, turn on all lights as you go through, and don't lower any shades or draw curtains or blinds.
- Be sure to use the lockbox property-key procedure that has been established to improve real estate agent safety. A reliable, secure lockbox system such as those made by REALTOR Benefits[®] Program partner Sentrilock (www.sentrilock.com) ensures that keys don't fall into the wrong hands.
- Try and call the office once an hour to let people know where you are.

CONTINUED

SECTION 3: SAFETY WITH CLIENTS**Safety at Property Showings CONT.,**

- If you think it may be some time before a property sells (and you may, therefore, be showing it often), get acquainted with a few of the immediate neighbors. You will feel better knowing they know your vehicle, and they will feel better about the stranger (you) who frequently visits their neighborhood.
- Establish a distress code, a secret word or phrase that is not commonly used but can be worked into any conversation for cases where you feel that you are in danger. Use this if the person you are with can overhear the conversation, but you don't want to alarm them. The distress code could be something as simple as "Hi, this is Jane. I'm at [address]. Could you e-mail me the red file?" You can make up your own distress code, i.e. DOG FOOD (when you don't have a dog) or I'm going to MAYDAY Lane (and there is no Mayday Lane). The distress code should be used if you are uneasy, but do not feel you are in danger. If you are in immediate danger – stop the car and leave the area, or jump out of the car at the next stop. Do not hesitate to call 9-1-1. See the "Protect Yourself with a Distress Code System" handout for more information.
- Preview the property and don't go into a neighborhood that you perceive as unsafe. Be familiar with the area so you know the location of the nearest police station. Drive there immediately if you feel you are in danger.
- In showing a property, always leave the front door unlocked for a quick exit while you and the client are inside. As you enter each room, stand near the door.
- Prepare a scenario so that you can leave, or encourage someone who makes you uncomfortable to leave. Examples: Your cell phone or beeper went off and you have to call your office, you left some important information in your car, or another agent with buyers is on his way.
- It is better to not display purses while at a property. Lock your purse in the car trunk before you arrive. Carry only non-valuable business items (except for your cell phone), and do not wear expensive jewelry or watches, or appear to be carrying large sums of money.
- Park at the curb in front of the property rather than in the driveway. You will attract much more attention running and screaming to the curb area. It is much easier to escape in your vehicle if you don't have to back out of a driveway. Besides, parked in a driveway, another vehicle could purposefully or accidentally trap you.

(Sources: Louisiana REALTORS[®] Association; Washington Real Estate Safety Council; City of Albuquerque, NM; City of Mesa, AZ)

SECTION 3: SAFETY WITH CLIENTS

SHOWING AND MANAGING COMMERCIAL PROPERTY

Property management may be one of the most dangerous careers in real estate because you are typically showing vacant properties to prospective customers. Here are several things to keep in mind:

- Communication plays a vital role when you're showing vacant property. Know who you are dealing with. Insist that you have information recorded both at the office and with you about the client.
- Notify a colleague of your schedule and whereabouts.
- Be sure your cell phone is serviceable in the area in which you are showing the property.
- When the property is vacant, be aware of the time of day you are showing the property. Showing a property at dusk or after dark, with no electricity on in the space you are showing, is not advisable.
- Get to know all prospective clients before showing the property. Use your intuition. If you feel uneasy, have someone else with you, or don't show the property.
- Have policies in place regarding rental collection and disposition of a property. All of the real estate safety practices are applicable in commercial sales and property management, and are even more relevant since you are usually dealing with vacant locations. Be sure you review all the safety awareness procedures and implement the best measures to provide protection from assailants.

(Source: Georgia Association of REALTORS[®])

SECTION 3: SAFETY WITH CLIENTS**FIGHT OR FLIGHT?****ESCAPE IS THE BEST SELF-DEFENSE**

Yell "fire" to get attention.

Run and call 9-1-1 when you can.

Take a self-defense training course/class.

If you strike, mean it.

When faced with danger, trust yourself and stay as calm as possible. Think rationally and evaluate your options. There is no one right way to respond to a confrontation, because each is different. The response depends on the circumstances: location of the attack, your personal resources, the characteristics of the assailant and the presence of weapons.

There are many strategies that are effective, but you must rely on your own judgment to choose the best one:

No resistance - Not resisting may be the proper choice in a situation. An attacker with a gun or a knife may put you in a situation where you think it is safer to do what he/she says. If someone tries to rob you —give up your property; don't give up your life.

Stalling for time - Appear to go along with the attacker. This may give you time to assess the situation. When his/her guard is down, try to escape.

Distraction and then flight - Obviously you should try to get away—but whether you can get away depends on your shoes, your clothing, your physical stamina, the terrain and how close your predator is.

Verbal assertiveness - If someone is coming toward you, hold out your hands in front of you and yell, "Stop" or "Stay Back!" When interviewed, rapists said they'd leave a woman alone if she yelled or showed that she was not afraid to fight back.

Physical resistance - If you decide to respond physically, remember that your first priority is to get away. Act quickly and decisively to throw the attacker off guard while you escape.

Make a conscious effort to get an accurate description of your attacker(s). Even the smallest details may give authorities a clue to finding the suspect.

(Source: Washington Real Estate Safety Council)

SECTION 3: SAFETY WITH CLIENTS

PROTECT YOURSELF WITH SELF-DEFENSE SKILLS

Guidelines For Choosing A Self-Defense Course

Self-defense is much more than learning how to physically attack someone; a good course covers critical thinking about defense strategies, assertiveness, powerful communication skills, and easy-to-remember physical techniques. The instructor should respect and respond to your fears and concerns. Essentially, a good course is based on intelligence and not muscle. It offers tools for enabling a person to connect with his or her own strength and power. Look for a class with a broad focus, which will include information on how to recognize dangerous individuals and situations, how to avoid them and how to react in an attack.

Many health clubs, community colleges and martial arts studios offer these classes. Here are steps you can take to find the best self-defense class for you:

- 1. Ask family, friends and colleagues if they have recommendations.** You'll be surprised how many people are taking or have taken a self-defense course. Ask around and see which classes or instructors they recommend. (You might also find out which programs to avoid.)
- 2. Make sure you are allowed to watch classes in progress before you sign up.** Be wary of any institution that only offers one-on-one, private instruction; it is difficult to gauge the progress you're making if you cannot see your classmates performing the same techniques. In addition, one of the most beneficial aspects of studying in a school is the variety of body types and skill levels of the other students with which you will be working.
- 3. Meet the instructors.** You will rely on these people for your knowledge. Watch to see if they appear genuinely concerned with students' progress. Also check their communication and teaching style to see if these will work for you.
- 4. Check for safety precautions.** When watching possible classes, look for a controlled environment and the use of padded safety equipment. Avoid any place that ascribes to the "no pain, no gain" theory.

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SECTION 3: SAFETY WITH CLIENTS Protect Yourself with Self-Defense Skills CONT.,

5. Look for programs that offer options, techniques, and a way of analyzing situations. Good self-defense programs do not tell an individual what she should or should not do. A program may point out what usually works best in most situations, but each situation is unique and the final decision rests with the person actually confronted by the situation.

6. Empowerment is the goal of a good self-defense program. The individual's right to make decisions about her participation must be respected. Pressure should not be brought to bear in any way to get someone to participate in an activity if she's hesitant or unwilling.

Self-Defense Resources:

Ask Men.com: How to Defend Yourself in a Fight
www.askmen.com/fashion/how_to_150/180_how_to.html

The American Women's Self-Defense Association (AWSDA)
www.awsda.org

Defend University's Principles of Self-Defense
www.defendu.com/wsgi/principles.htm

"Basic Self-Defense for Women" by Kirsten Lasinski
GoogoBits.com
www.googobits.com/articles/1254-basic-selfdefense-for-women.html

Sixwise.com
www.sixwise.com/newsletters/07/09/26/15_key_tips_to_defend_yourself_if_you_ever_must_defend_yourself_in_a_fight.htm

(Source: Defend University)

SECTION 3: SAFETY WITH CLIENTS

SAFETY ON THE ROAD

As a REALTOR[®], you spend a great deal of time in your car. These tips may help protect you from dangerous situations while in your car:

- Your office should keep a file on each agent's vehicle, including the make, year, model, color and license plate number.
- Whenever possible, take your own car to a showing. When you leave your car, lock it.
- Wear a visible company identification card at all times. It is also best to drive a vehicle clearly marked with your company name. These will be invaluable for identification if you need to get assistance.
- When you're alone getting into your car, the first thing you should do is lock the doors. Be observant when approaching your car, looking underneath and in the back seat before entering.
- Keep roadside breakdown essentials in the trunk, including flares, a tire-inflation canister, basic hand tools, spare belts and hoses, water, a flashlight and a first-aid kit. Have your vehicle inspected regularly, keep it well maintained and learn how to change a flat tire.
- Dress for the weather. If your car breaks down or you need to escape a dangerous situation on foot, you could find yourself exposed to harsh weather conditions for an extended period of time. In the winter, bring a coat with you and keep a blanket in the trunk of your car along with some spare warm clothes.
- Using a cell phone while driving can cause an accident. For driving safety, purchase a hands-free phone kit for your vehicle. And never attempt to take notes while driving – pull over and stop in a safe place first.
- If you are in an unfamiliar area, make mental notes of landmarks, points of interest and intersections. And always know the exact address of where you are going.
- If you're driving at night and are approached by a vehicle with blue lights, exercise caution. Call 9-1-1 to identify the vehicle, turn on your flashers to acknowledge that you see the police car, and keep moving until you're in a well-lit area. A legitimate law enforcement official will understand your caution.

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SECTION 3: SAFETY WITH CLIENTS Safety on the Road CONT.,

- If you periodically carry large deposits to the bank, be especially aware of any strangers lurking around the office parking lot. If you must transport cash deposits, use the buddy system or arrange for a security service or police escort.
- Avoid aggressive drivers. Don't create a situation that may provoke another motorist such as tailgating or flashing your lights. Use your horn sparingly, and if you are being followed too closely, move over and let the driver pass you. If you do encounter an angry driver, avoid eye contact and give them plenty of room. If you are concerned for your safety, call 9-1-1.

Parking Lot Safety: Don't Become an Easy Target!

- Don't approach your vehicle if a van or other large vehicle with tinted windows is parked next to it. Find a security guard to walk you to your car, or look for a nearby couple walking to their car and say something like, "That vehicle wasn't there when I parked. Would you mind making sure I get into my car safely?"
- Have your key ready to open the car door. Never stand next to your car searching through your purse. Robbers, car-jackers and sexual predators all watch for this type of distraction.
- Once in your car, lock the doors immediately.
- Get moving. Don't sit inside of your vehicle adjusting the stereo, rummaging through shopping bags or your purse, or talking on your phone, especially if the lot is not well populated.
- If you have an unlocking button or keyless entry system, make sure you unlock only the driver door. Unlocking all doors allows a predator to simply slide into your car from the passenger side.
- Make sure that your dome light is always functioning properly. As you unlock your vehicle at night, glance into the back seat and make sure that an attacker has not gained access to your car.

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REALTOR® SAFETY

SAFETY WITH CLIENTS

SECTION 3: SAFETY WITH CLIENTS Safety on the Road CONT.,

Auto Accident Scams

An apparent auto accident may not be an accident at all, but rather a scam. Learn to recognize auto accident scams to help prevent you and your family from becoming victims.

Swoop and Squat - Two vehicles work as a team to set up an accident. One vehicle pulls in front of an innocent driver and the other alongside, blocking the victim in. The lead car stops short, causing the victim to rear-end him. The car that pulled up alongside serves as a block and prevents the victim from avoiding a collision.

Drive Down - As an innocent driver tries to merge into traffic, the suspect driver yields, waving on the other driver. As this innocent driver merges, the suspect driver intentionally collides with the victim and denies giving him the right of way.

Start and Stop - Stopped in the same lane of traffic, the suspect's vehicle is positioned directly in front of the victim. The suspect starts to move forward as does the innocent driver. For no reason, the suspect vehicle suddenly stops short, causing the victim to rear-end him.

Sideswiping in a Two-lane Turn - At an intersection that has two left turn lanes, the suspect crosses the centerline, intentionally sideswiping the victim's car. The suspect then alleges that the victim caused the collision by entering his lane.

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SECTION 3: SAFETY WITH CLIENTS Safety on the Road CONT.,**ATM Safety**

- Try to plan your visits to automatic teller during the day, rather than after dark.
- Choose an ATM location in a busy public place.
- If possible, take along a friend who can watch the surroundings while you are conducting your transactions.
- Pre-plan your transaction carefully, and don't spend too much time at the machine.
- When you make a withdrawal, quickly place the money in your purse or wallet and leave as soon as you finish your transaction.
- Watch out for suspicious-looking people waiting around an ATM – they may not really be customers. If someone offers to let you go ahead of them, decline politely and leave.
- When visiting a drive-through ATM, keep your doors locked and be prepared to drive away quickly. If anyone approaches your car on foot, roll up your window and drive off.
- If you have not finished your transaction, and a suspicious character approaches you, press the CANCEL button, receive your card and leave quickly.

(Sources: REALTOR[®] Magazine; Louisiana REALTORS[®]; Washington Real Estate Safety Council; City of Mesa, AZ; City of Albuquerque, NM; Allstate; Road and Travel magazine; North Carolina Real Estate Agent Safety Guide)

SECTION 3: SAFETY WITH CLIENTS

CELL PHONE SAFETY

Your mobile phone can be a lifeline for situations from car breakdowns and getting lost on your way to a property showing, to potentially threatening situations. Keep a fully charged cell phone with you during your workday and after work, including while you're showing a property or hosting an open house.

Here are some "do's and don'ts" for making the best use of your cell phone:

- To best prepare for an emergency, pre-program important numbers into your phone. These may include your office, your roadside assistance service or garage, and even 9-1-1.
- In case you are incapacitated in an emergency such as a car accident, you can help responders identify who they should contact by using the acronym "I.C.E.": In case of emergency. Simply enter ICE before the name of the person or people you want contacted, such as ICE Larry. This is becoming an accepted standard across the U.S.
- Be careful with giving confidential information such as bank account numbers over your cell phone. Eavesdropping is a genuine problem for users of analog cell phones and cordless phones. The FM radio signals these phones transmit are easily monitored using readily available radio receivers, commonly called scanners. Digital cellular and cordless phones are dramatically less vulnerable to eavesdropping. Also be aware of your surroundings and eavesdroppers when talking on your cell phone in public.

Using Your Phone Behind the Wheel

The safest tip of all is: Don't make or accept cell phone calls while you're driving. This has been proven to be a distraction and, in fact many states and cities have laws prohibiting using a cell phone while driving. But if you must and are legally permitted to use your phone while driving, follow this advice for best safety practices:

- Keep your hands on the wheel, not on your phone.
- Keep your eyes on the road. Learn how to operate your phone without looking at it. Memorize the location of all the controls, so you can press the buttons you need without ever taking your eyes off the road.
- Practice off-road. If your phone is new, practice using it and the voice mail system while your car is stopped.

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SECTION 3: SAFETY WITH CLIENTS Cell Phone Safety CONT.,

- Use a hands-free model. A hands-free unit lets you keep both hands on the wheel while you talk on the phone. Attach the microphone to the visor just above your line of vision, so you can keep your eyes on the road.
- Stay in your lane. Don't get so wrapped up in a conversation that you drift into the other lane. Pull into the right-hand lane while talking, so you only have to worry about traffic to the left.
- Use speed dialing. Program frequently called numbers and your local emergency number into the speed dial feature of your phone for easy, one-touch dialing. When available, use auto answer or voice-activated dialing.
- Never dial while driving. If you must dial manually, do so only when stopped. Pull off the road, or have a passenger dial for you.
- Take a message. Let your voice mail pick up your calls in tricky driving situations. It's easy to retrieve your messages later on.
- Know when to stop talking. Keep phone conversations brief so you can concentrate on your driving. If a long discussion is required, if the topic is stressful or emotional, or if driving becomes hazardous, end your call and continue when you're not in traffic.
- Know when to pull over. If you need to make a call or answer an incoming call that requires your attention, stop driving. Pull over in a safe and convenient location before taking your eyes off the road.
- Keep the phone in its holder. Make sure your phone is securely in its holder when you're not using it.
- Don't take notes while driving. If you need to jot something down, pull off the road.

(Sources: Canada Safety Council; Spybusters.com)

SECTION 3: SAFETY WITH CLIENTS

THE 10-SECOND RULE

Inattention is one of the main reasons people find themselves in dangerous situations. Take a few precious seconds during the course of your day to assess your surroundings.

Take 2 Seconds *when you arrive at your destination.*

- Is there any questionable activity in the area?
- Are you parked in a well-lit, visible location?
- Can you be blocked in the driveway by a prospect's vehicle?

Take 2 Seconds *after you step out of your car.*

- Are there suspicious people around?
- Do you know exactly where you're going?

Take 2 Seconds *as you walk towards your destination.*

- Are people coming and going or is the area unusually quiet?
- Do you observe any obstacles or hiding places in the parking lot or along the street?
- Is anyone loitering in the area?

Take 2 Seconds *at the door.*

- Do you have an uneasy feeling as you're walking in?
- Is someone following you in?

Take 2 Seconds *as soon as you enter your destination.*

- Does anything seem out of place?
- Is anyone present who shouldn't be there or who isn't expected?

10 Seconds TOTAL

Taking in your surroundings lets you spot and avoid danger. Make it a habit. Then share it with someone else.

(Appeared in "What You Can Do About Safety," REALTOR[®] Magazine, September 2000. Courtesy Night Owl/Vector Security, Landover, MD.)

SECTION 3: SAFETY WITH CLIENTS**SAFETY AT OPEN HOUSES**

An open house can be a great sales tool, but it also exposes you to numerous unfamiliar people for the first time. Stay safe by practicing these guidelines.

- If possible, always try to have at least one other person working with you at the open house.
- Check your cell phone's strength and signal prior to the open house. Have emergency numbers programmed on speed dial, and keep your phone with you at all times.
- Upon entering a house for the first time, check all rooms and determine several "escape" routes. Make sure all deadbolt locks are unlocked to facilitate a faster escape.
- Make sure that if you were to escape by the back door, you could escape from the backyard. Frequently, high fences surround yards that contain swimming pools or hot tubs.
- Place one of your business cards, with the date and time written on the back, in a kitchen cabinet. Note on it if you were the first to arrive or if clients were waiting.
- Have all open house visitors sign in. Ask for full name, address, phone number and e-mail.
- When showing the house, always walk behind the prospect. Direct them; don't lead them. Say, for example, "The kitchen is on your left," and gesture for them to go ahead of you.
- Avoid attics, basements, and getting trapped in small rooms.
- Communicate frequently with the office, your answering service, a friend or a relative that you will be calling in every hour on the hour. And if you don't call, they are to call you.
- Inform a neighbor that you will be showing the house and ask if he or she would keep an eye and ear open for anything out of the ordinary.
- Don't assume that everyone has left the premises at the end of an open house. Check all of the rooms and the backyard prior to locking the doors. Be prepared to defend yourself, if necessary.

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REALTOR[®] SAFETY

SAFETY WITH CLIENTS

SECTION 3: SAFETY WITH CLIENTS Safety at Open Houses CONT.,

If you are showing model homes, here are three tips that can help keep you safe:

- If possible, always try to have at least one other person working with you at the home.
- When a person comes through the office to view a model home, have them complete a guest register that includes their full name, address, phone number, e-mail, and vehicle information.
- Keep your cell phone and your car keys with you at all times. Keep your handbag locked in the trunk of your vehicle.
- When closing the model homes for the night, never assume that the home is vacant. Check the interior of the house prior to locking the doors, working from the top floor to the bottom, back of the house to the front, locking the doors behind you. Be familiar enough with each home to know the exits. Be aware of your surroundings. Be prepared to protect yourself.

(Sources: Washington Real Estate Safety Council; City of Mesa, AZ; Georgia Real Estate Commission)

SECTION 3: SAFETY WITH CLIENTS**PROTECT YOURSELF WITH A DISTRESS CODE SYSTEM**

An important part of ensuring that you stay safe on the job, on the road and at home is preparing some "safety nets" in advance. One such precaution is having a distress code system in place.

Establish a voice stress code, a secret word or phrase that is not commonly used but can be worked into any phone or in-person conversation for cases where you feel that you are in danger. Use this if the person you are with can overhear the conversation, but you don't want to alarm them.

The distress code could be something as simple as "Hi, this is Jane. I'm at [address]. Could you e-mail me the red file?" You can make up your own distress code, i.e. DOG FOOD (when you don't have a dog) or I'm going to MAYDAY Lane (and there is no Mayday Lane). It may make the most sense for everyone in your office to share a single distress code; this will be easiest to remember for everyone.

The colleague who receives your distress code will be alerted that you may be in danger. With your pre-arranged signal, they will know to call 9-1-1 on your behalf, or, after asking a few careful questions, can arrange to meet you so that you are not alone, or call you back and ask you to leave to respond to an "emergency situation."

The distress code should be used if you are uneasy, but do not feel you are in danger. If you are in immediate danger, leave the area.

Do not hesitate to call 9-1-1 in an emergency.

Authorities agree that most rapists and thieves are looking for easy targets. Be assertive and leave a dangerous situation early, but have a distress code for times you feel uneasy. Share and practice your distress code with your office, your colleagues and your family and friends.

(Source: Washington Real Estate Safety Council)

SECTION 3: SAFETY WITH CLIENTS

SHARE SAFETY TIPS WITH YOUR CLIENTS

Share the safety message with your clients! They, too, can be vulnerable as they allow strangers into their homes, or visit other people's property. Give them this valuable advice to help them protect themselves against crime:

- Remind your clients that strangers will be walking through their home during showings or open houses. Tell them to hide any valuables in a safe place. For security's sake, remember to remove keys, credit cards, jewelry, crystal, furs and other valuables from the home or lock them away during showings. Also remove prescription drugs. Some seemingly honest people wouldn't mind getting their hands on a bottle of Viagra, uppers or downers.
- DON'T leave personal information like mail or bills out in the open where anyone can see it. Be sure to lock down your computer and lock up your laptop and any other expensive, easy-to-pocket electronics, like iPods, before your showing.
- Tell your clients not to show their home by themselves. Alert them that not all agents, buyers and sellers are who they say they are. Predators come in all shapes and sizes. We tell our children not to talk to strangers. Tell your sellers not to talk to other agents or buyers, and to refer all inquiries to you.
- Instruct your clients that they are responsible for their pets. If possible, animals should be removed during showings. Make clients aware that buyers and agents are sometimes attacked, and the owner will be held liable.
- At an open house, be alert to the pattern of visitors' arrivals, especially near the end of showing hours. In some areas, a group of thieves will show up together near the end of the open house and, while a string of "potential buyers" distracts the agent, the rest of the group walks through the house, stealing any valuables they come across.
- Finally, when you leave a client's property, whether after an open house or a standard showing, make sure that all doors and windows are locked. Thieves commonly use open houses to scout for valuables and possible points of entry, then return after the agent leaves.
- Let your clients know that you will take all of the above safety precautions, but that when they return home, they should immediately verify that all doors are locked and all valuables accounted for.

(Source: REALTORSafety911.com; Realty Times; ThinkGlink.com)

HOW TO AVOID AN MLS FINE – READ THE FOLLOWING:

For failure to abide by MLS Policies and Procedures, the Participant will be assessed in the following manner: Fines are cumulative on a per listing basis. Subsequent violations within a 2 year period are subject to the escalated fines listed herein.

* Fines not paid within 30 days will be subject to additional fees and/or suspension of MLS services.

NOTE: Brokers are responsible for all agents/teams and office admins and for any and all unpaid fines.

Listing agents are responsible for unlicensed assistants or authorized team members who add/edit listings on their behalf.

UNAUTHORIZED ACCESS – MISUSE OF MLS INFORMATION \$5000 plus MLS Review Panel

- Providing MLS access to any unauthorized party (any non-MLS participant)
- Filing false Membership Application
- Reproducing and Distributing unauthorized portions of the MLS database
- Unauthorized computer download or transmission of MLS data
- Use of MLS data for other than the intended / permitted purposes
- Violating lockbox or electronic key regulations including: providing Active Key or eKey usage/access to any unlicensed individuals (including but not limited to, public, service providers, lenders, etc.). Supra service will be terminated and member will NOT be assigned any form of Supra service for duration of MIAMI membership.

DATA INTEGRITY – MANIPULATION OF MLS CONTENT \$5000 plus MLS Review Panel

- Failure to properly specify or intentional manipulation of listing location information, included but not limited to:
 - Property type ■ City ■ MLS Area / MLS GEO map ■ 5 digit zip code
 - County ■ Address ■ Folio number
- Manipulation of property history and/or Days-On-Market information - includes Cancel & Relist.

**Members found in violation of the above are subject to fine and loss of listing add/edit capability for 30 to 90 days.*

LOADING LISTINGS AND REPORTING CHANGES BY DEADLINE

1st Violation: \$500 or No Fine – If corrected within two days of notification,
2nd Violation: \$750, 3rd Violation: \$1500 plus MLS Review Panel

- Failure to maintain current, accurate, listing agent email address
- Failure to notify the MIAMI Membership Department of termination, transfer or addition of an associate under the Participant's license within **two business days**
- Listings not loaded within **two business days** of listing start date - **"Coming Soon"** Listings not premitted
- Listing status changes not reported within **two business days**
- Failure to enter accurate information in a required data field
- Failure to attach required Auction Information Form to Auction Listing
- No Photo. Minimum one photo (representative of the front of property) is required for RE1, RE2, RIN and RNT Property Types
- Failure to provide documentation within **two business days** after requested by MIAMI staff
- Failure to pay assessed MLS fines

**Members found in violation of the above may have loss of listing add/edit capability for 30 to 90 days.*

DATA INTEGRITY

1st Violation: \$500, 2nd Violation: \$750, 3rd Violation: \$1000 plus MLS Review Panel

- Entering incorrect selling agent or sale price information when closing a listing
- Posting a listing on MLS without having a signed listing agreement
- Off Market/Pocket Listings - Withholding a valid Listing out of MLS without signed Seller Opt-out Form
- Placing URLs, showing instructions, Open House information, access codes, Lockbox combinations, commission/bonus information or contact information in Remarks, Directions or Internet Remarks. This includes but is not limited to names, phone numbers, email addresses, hashtags or website / social media addresses.
- Conditional offer of compensation and/or zero commission amount
- Invalid value in compensation fields
- Violating IDX or VOW display rules
- Agent solicitation/recruitment in any MLS integrated service
- Entering any data in a knowingly and willful manner to subvert the MLS automated data checker

DATA INTEGRITY

**1st Violation: \$500 or No Fine – If corrected within two days of notification,
2nd Violation: \$750, 3rd Violation: \$1000 plus MLS Review Panel**

- Entering a duplicate listing under same property type
- Entry of inaccurate or non-text information (ie: watermarks, logos, graphics) anywhere in a listing including photos
- Use of any data field for a purpose other than its intended use
- Use or reuse of any photograph or remarks without written authorization
- Inappropriate / inaccurate photos, virtual tours and videos including images with text or embedded links.
- Branded Slide shows, Virtual Tours or Videos (agent, office or company information). VT must contain the letters “MLS” or “unbranded” or “non-branded” in the URL
- Inaccurate or out dated fees (i.e.: association fee/HOA or COA fee/maintenance fee/Rec fee/total fees). Zero \$ not acceptable.
- Bonus or incentives entered in any field other than Broker Remarks
- Failure to disclose Variable/Dual Rate commission
- Failure to disclose valid/correct brokerage representation
- Advertising a listing filed with MLS without written permission - NOTE: not IDX or syndication through MIAMI approved providers
- Extending a listing without written authorization of the seller on MLS Change Form
- Failure to secure seller(s), broker or office manager signature on MLS Change Form
- Failure to update Expected Closing Date (ECD)
- Use of Showing services remarks for other than intended use for showing information
- Failure to correctly record “Buyers Country of Origin” or, if USA, record “Buyers State”

These items and fines are subject to change as directed by the Residential Board(s) of Governors.

* Fines not paid within 30 days will be subject to additional fees and/or suspension of MLS services.

In accordance with the National Association of REALTORS® Standards of Conduct for MLS Participants, a penalty not to exceed \$15,000 may be imposed for violations of MLS rules or other MLS governance provisions (04/08).

NOTE: Brokers are responsible for all agents/teams or office admins and for any and all unpaid fines. .
Listing agents are responsible for unlicensed assistants or authorized team members who add/edit listings on their behalf.

Premium Marketing Tools *Fast Access*

Set-up is easy as 1-2-3



MIAMIREALTORS.COM

The NEW MIAMI Gateway: Your one-click access to MLS, Tax and Premium Marketing Tools and Services and more!

1. Go to: MiamiRealtors.com - click on the MIAMI Gateway icon
2. Log in with your MLS ID and password (1st time: use credentials located in your welcome letter)

ENHANCED

Matrix™

MIAMIREALTORS.COM/MATRIX

Matrix: Cross Browser & mobile device compatibility featuring freeform search bar, high performance functionality to run searches, create custom reports & more!

1. Go to MiamiRealtors.com & click on the MIAMI Gateway button
 2. Log in using MLS ID & password
 3. Click on Matrix button
- (1st Time: Use credentials located in your welcome letter)

NEW

Rapattoni
MLS

MIAMIREALTORS.COM/RAPATTONI

New MLS option - Interactive map search, widgets for 24-hour market and prospect activity, customizable grids and more.

1. Go to MiamiRealtors.com & click on the MIAMI Gateway button
 2. Log in using MLS ID & password
 3. Click on Rapattoni button
- (1st Time: Use credentials located in your welcome letter.)



MIAMIREALTORS.COM/GOMLS

Real-time access to MLS on smartphones & tablets

1. Go to Apple App Store or Google Play Store
2. Search for GoMLS MIAMI
3. Download, follow instructions & begin using



MIAMIREALTORS.COM/REALTIMEMLS

Tax, interactive plat maps, aerials & more

1. Go to MiamiRealtors.com
2. Click on MIAMI Gateway & click on log in
3. Click on the MIAMI RealTimeMLS button



MIAMIREALTORS.COM/RPR

Online real estate archive data for every property in U.S.

1. Go to MiamiRealtors.com
2. Click on MIAMI Gateway & click on log in
3. Click on RPR button and begin

(1st Time: Requires Registration)



MIAMIREALTORS.COM/RPR

Detailed Property information for more than 166 Million Parcels of properties in the U.S. - integrated MLS - NOW on your SmartPhone!

1. Go to App Store or Google Play
2. Download RPR Mobile
3. Log in with email & RPR Password



MIAMIREALTORS.COM/RPRCOMMERCIAL

Online real estate archive data for every property in U.S.

1. Go to MiamiRealtors.com
2. Click on MIAMI Gateway & click on log in
3. Click on RPR Commercial button and begin

(1st Time: Requires Registration)



MIAMIREALTORS.COM/TOTALBROKERAGE

Tax, interactive plat maps, aerials & more

1. Go to MiamiRealtors.com
2. Click on MIAMI Gateway & click on log in
3. Click on TotalBrokerage icon



MIAMIREALTORS.COM/IMAPP

Tax, interactive plat maps, aerials & more

1. Go to MiamiRealtors.com
2. Click on MIAMI Gateway & click on log in
3. Click on iMapp button and begin



MIAMIREALTORS.COM/SHOWINGTIME

Showing Time

1. Go to MiamiRealtors.com & click on MIAMI Gateway
2. Log in and click on Matrix
1. Choose "Configure Showingtime" from the links tab.



MIAMIREALTORS.COM/HOMESNAP

Access to agent-only MLS information on Smartphones or tablets* and choose "I'm a Real Estate Agent"

1. Go to homesnap.com/register
2. Choose SEFLMLS from the list
3. Enter email to claim your account

*(Download App: Go to Apple AppStore or GooglePlay)



MIAMIREALTORS.COM/INMAN

Member's Only News & Special Reports

1. Go to InmanSelect.com
2. Log in with your email address
3. Use "welcome" as your password



MIAMIREALTORS.COM/HOMESCONNECT

Completely integrated marketing platform fully integrated with MIAMI Matrix MLS

1. Go to MiamiRealtors.com
2. Click on MIAMI Gateway & click on log in
3. Click on HomesConnect and begin



MIAMIREALTORS.COM

Brokers and Managers - Activate listing Syndication for your company or office listings with one-click

1. Go to MiamiRealtors.com & click on the MIAMI Gateway
2. Click on Listing Syndication icon
3. Accept terms of use and begin



MIAMIREALTORS.COM/REMINA

Put Opportunity on a Map. Literally.

1. Go to MiamiRealtors.com & click on MIAMI Gateway
2. Log in and click the Remine Logo
3. Explore map or enter address into search bar and select a filter to see data, then select a parcel for more information



MIAMIREALTORS.COM/NEWHOMESOURCE

New Home Community Search Plus Plans

1. Go to MiamiRealtors.com & click on the MIAMI Gateway
2. Click on NewHomeSource Button
3. Register & start using today



MIAMIREALTORS.COM/PROXIO

11 language website, IDX, social search, referral network & International MLS

1. Go to Proxio
2. Enter your license number as username & MIAMI as password to register
3. Agree to Terms of Use & click Done

NOTE: ALL subsequent visits go to ProxioConnect.com



MIAMIREALTORS.COM/MYCONDOPLANS

Condo floor plans, key plans, and site plans - Now 200 FREE condo floor plans/month - PLUS: unlimited access to HousePlans

1. Go to www.MiamiRealtors.com
2. Use your MLS log in information
3. Access also available through MLS SmartLinks

FREE 	<p>MIAMIRE.COM/REALSATISFIED</p> <p>Hear what your customers are saying about you and the services you provided – fully integrated with MLS</p> <ol style="list-style-type: none"> 1. Go to RealSatisfied.com/Miami 2. Register & fill out your profile page 3. Be sure to claim your Realtor.com agent profile – fully integrated with RealSatisfied 	FREE 	<p>MIAMIREALTORS.COM/REALOPEDIA</p> <p>Connects investors to real estate agents, brokers, developers and service providers worldwide*</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com 2. Click on MIAMI Gateway & click on log in 3. Click on Realopedia / Follow registration instructions
FREE 	<p>MIAMIREALTORS.COM/STORE</p> <p>Discover MIAMI Store Additional Products & Services at Discount</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com & click on the MIAMI Gateway 2. Click on Store located in the lower right corner of the MIAMI Gateway 3. Take advantage of FREE Trials and deep discounts 	FREE 	<p>MIAMIREALTORS.COM/MLSOFFERS</p> <p>MLS Offers</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com and click MIAMI Gateway 3. Log in and click on Matrix 4. Choose "MLS Offers" from the Links Tab
FREE 	<p>MIAMIREALTORS.COM/WIKIREALTY</p> <p>Online community for commercial & residential - Grow your digital footprint, attract new leads & improve your search results rankings</p> <ol style="list-style-type: none"> 1. Go to: join-wikirealty.com/miamire 2. Register & create your password 3. Complete your profile & begin sharing Full integration with your MLS through SmartLinks! 	FREE 	<p>MIAMIREALTORS.COM/OPENHOUSE</p> <p>Post your listings on SouthFloridaOpenHouseSearch.com.</p> <ol style="list-style-type: none"> 1. Click on the 'Add/Edit' tab in Matrix to begin & then enter a listing number to edit in the 'Quick Modify' section up top and select 'Edit'. 2. Select 'Open Houses' from the list of choices 3. Enter all the Open House and "Public" info for that property and click on Submit Listing to post the Open House
FREE 	<p>MIAMIREALTORS.COM/LANDLORDSTATION</p> <p>Online Tenant Screening includes Credit Report w/Score, Criminal Records, Bankruptcies, Foreclosures & Medical Collections</p> <ol style="list-style-type: none"> 1. Go to www.Landlordstation.com/miami 2. Register and create password 3. Start your service - 1 FREE/month 	FREE 	<p>MIAMIREALTORS.COM/LISTRAC</p> <p>Measure user engagement data related to your listing content</p> <ul style="list-style-type: none"> ■ Where your content is being viewed ■ Where are you generating the highest number of leads ■ Metrics to assess & determine effective syndication ■ Code Embedded in your Participating websites
FREE 	<p>MIAMIREALTORS.COM/FIND</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com 2. Click on the MIAMI Gateway and Log in 3. Choose the FIND button and begin 	FREE 	<p>MIAMIREALTORS.COM/SAVVYCARD</p> <p>Shareable, customizable webcards optimized for mobile phones</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com/SavvyCard 2. Click on Miami.SavvyCard.com 3. Enter Email Address and claim account.
FREE 	<p>MIAMIREALTORS.COM/REBOGATEWAY</p> <p>In-depth data and sales analytics on housing tracts or census tracts in market areas</p> <ol style="list-style-type: none"> 1. Go to MiamiReboGateway.com 2. Request a password via email 3. Check email, log in and begin <p>For password issues email: tyson@miamire.com</p>	FREE 	<p>MIAMIREALTORS.COM/DOTLOOP</p> <p>Electronically sign, negotiate & share contracts with transaction participants* 10 FREE Loops</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com and click on MIAMI Gateway 2. Click on Dotloop and begin 3. Use Invitation Code: miami12 to download library of forms
FREE 	<p>MIAMIREALTORS.COM/TERRAFly</p> <p>For MIAMI Members only – Satellite images integrated with MLS. Steals, Deals, REOs & More!*</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com 2. Click on the MIAMI Gateway and log in 3. Choose the TerraFly button and begin 	FREE 	<p>MIAMIREALTORS.COM/BROKEROPENHOUSE</p> <p>Post your listings on Broker Open House site.</p> <ol style="list-style-type: none"> 1. Click on the 'Add/Edit' tab in Matrix to begin & then enter a listing number to edit in the 'Quick Modify' section up top and select 'Edit'. 2. Select 'Open Houses' from the list of choices 3. Enter all the Open House and "Public" info for that property and click on Submit Listing to post the Open House
FREE 	<p>MIAMIREALTORS.COM/RETECHNOLOGY</p> <p>Real estate news, articles, reviews & product ratings of real estate technology products similar to ConsumerReports.com</p> <ol style="list-style-type: none"> 1. Go to Miami.RETechnology.com 2. Register & begin receiving daily updates 3. Can't remember password? Click Forgot Password 	NEW 	<p>MIAMIREALTORS.COM/REALESTATETOOLBOX</p> <p>Property Profiles and Net sheets are among the most popular and valuable resources for Realtors®, Title Companies, and Lenders to gather detailed property data and seller's net proceeds upon the sale of a home.</p> <ol style="list-style-type: none"> 1. Log in to the MIAMI Gateway with your MLS ID and password 2. Choose the "Real Estate Toolbox" icon 3. Enter an address on the property bar and choose "net sheet" or "property profile"
FREE 	<p>MIAMIREALTORS.COM/JUWAI</p> <p>Juwai</p> <ol style="list-style-type: none"> 1. Visit Juwai.com and choose translate page 2. Click on the sign up button 3. Complete your profile <p>*upgrades available at discount.</p>	FREE 	<p>MIAMIREALTORS.COM/GRIDICS</p> <p>Real Estate Data, News and Analytics all in one place</p> <ol style="list-style-type: none"> 1. Go to MiamiRealtors.com & click on the MIAMI Gateway 2. Click on Gridics 3. Register & begin using

FOR A COMPLETE LIST OF PRODUCTS & SERVICES GO TO: MiamiRealtors.com/SERVICES

MIAMI

YPN

Young
Professionals
Network

2020 Call for Members

WHAT IS YPN?

MIAMI YPN Leadership Board oversees 3 chapters in Miami-Dade, Broward, & Palm Beach that promote professional collaboration through social and community involvement. After being recognized as Network of the Year by the National Association of Realtors in 2017, MIAMI YPN Leaders knew they were onto something special. Fresh off the win, MIAMI YPN embarked on a brand new mission to bring the highest level of education and exposure to MIAMI Realtor's youngest members. YPN All Stars, a sub group of MIAMI YPN, was created to engage our most active member base. For just \$30, members received YPN All Star swag, free classes and much more not offered through our regular YPN membership. Come discover the network that will make you a better Realtor while having so much fun along the way.

WHY JOIN YPN ALL STARS?

- Free Educational Classes
- Discounts to MIAMI YPN Events
- MIAMI YPN All Star Shirt
- Maximize Leadership Opportunities
- Free Photoshoots for Social Media
- Make a Difference via Volunteer Opportunities
- Mentor the Younger Generation

HOW DO I SIGN UP?

Fill out the application on the back & send it in. While there is no age limit, the target age is 40 and under and is open to all MIAMI Association of REALTOR® members residing in Miami-Dade, Broward, & Palm Beach Counties (including affiliates). Applicants must be active members of the National Association of REALTORS® (NAR) and of the MIAMI Association of REALTORS®. Some fees may apply to select courses and events.

SOME 2019 PAST EVENTS:

- Chairman's Ball
- Real Estate Legends & Millennials Series
- Bowling Tournament
- Florida Panthers Hockey Game Meet Up
- After-Hours Networking Events
- Dozens of Unique Education Trainings
- And much more



facebook.com/groups/JTHS - MIAMI YPN • #JTHSMIAMIYPN

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YPN Application

☐ REALTOR® ☐ REALTOR-Associate®/Broker



Please select: ☐ New Member ☐ Update Existing Profile ☐ Affiliate

Name: _____

LicenseNumber: _____

Phone: Send Text: ☐ YES ☐ NO _____

E-mail: _____

Brokerage or Company You Work For: _____

YourWebsiteorFacebook,Twitter,LinkedIn: _____

How long have you been a REALTOR®?

☐ Less than 1 year ☐ 1 – 3 years ☐ 4 – 7 years ☐ 8 + years ☐ I am not a REALTOR®

Your Primary membership

☐ Residential Association of MIAMI Association of REALTORS® (Works in Miami-Dade County)

☐ Broward Council of MIAMI Association of REALTORS® (Works in Broward County)

☐ JTHS Council of MIAMI Association of REALTORS® (Works in Palm Beach County)

☐ RCA of the MIAMI Association of REALTORS®

☐ Affiliate member of the MIAMI Association of REALTORS®

Designations that you've achieved (i.e. GRI, e-PRO, CDPE, SFR): _____

Your Specialty or Focus We'll include this on our website so that other members can send business your way if you cover a particular specialty (i.e. commercial) or a target market (i.e. waterfront).

Other Skills, Hobbies, or Bragging Rights Tell us about your life outside of work. Are you a professional ballroom dancer? Have a PhD?

Other Questions, Comments, or Concerns Your suggestions are what make us who we are!

Signature: _____

Get Additional
Benefits as a
YPN All Star
for ONLY \$30



Name: _____

Tel: _____

Send Text: ☐ YES ☐ NO

Fax: _____

Address: _____

Firm: _____

Email: _____

Credit Card No.: _____ - _____ - _____ - _____

Amount: \$ _____ Exp. Date: _____ / _____

☐ VISA ☐ MC ☐ AMEX ☐ Discover

Sign: _____

FLORIDA REALTORS® EDUCATION DBPR ONLINE SERVICES SET UP GUIDE

The Florida Department of Business and Professional Regulation (DBPR) has upgraded their online services, but the new system will require all users, including returning users, to complete a one-time registration profile with your e-mail address as your online ID.

Step 1. Establish an online account.

Insert the following link into your browser: <https://www.myfloridalicense.com/datamart/mainMenuFLDBPR.do>

- Select **Create My Account** located in the lower left-hand corner to begin the one-time registration process.
- On the **User Registration** page, complete the Account Owner Contact information. The e-mail address provided will be your User ID and will be needed to login to DBPR's online services, so don't forget which e-mail address you use.
- Verify the information on the **Preview Registration** page. If it is correct, select SAVE. If any changes are needed select EDIT to correct.
- After saving your information, you will reach a page that states **User Registration – Temporary Password Issued**. A temporary password will be sent to you via the e-mail address you entered. If you do not receive an e-mail in a short amount of time, be sure to check your spam or junk e-mail folder.
- When you receive your temporary password, return to the link above and enter your e-mail address and the temporary password provided. Select LOG ON.
- Now you will reach a page that states **Create Password**. Enter the temporary password provided in the TEMPORARY PASSWORD field. Enter your new, unique password in the NEW PASSWORD and CONFIRM PASSWORD fields. Select SAVE.
- You have now successfully created an online account.

Step 2. Link your license(s) with your online account.

- From the Main Menu, select LINK AN EXISTING LICENSE TO MY ACCOUNT.
- On the Link an Existing License to My Account page, select REAL ESTATE COMMISSION from the category of licenses in the drop down list. Select NEXT.
- On the Link an Existing License to My Account-Select License page, select the license type from the drop down menu and enter the corresponding license number (numeric characters only). Select NEXT.
- On the Link an Existing License to My Account-Security Measures page, enter your Initial Activation Code. (This may be the last four digits of your Social Security number or Federal Employer Identification Number.) Enter the Security Check code given. Select NEXT.
- On the Link an Existing License to My Account-Preview page, check the license number listed. If correct, select ADD.
- You have now reached the Link an Existing License to My Account-Confirmation page...Congratulations, you have successfully linked your license! Select NEXT to continue.
- You will now be back at the Main Menu. This license has now been linked under Licenses Linked to My Online Services Account. You can now select this license to renew/maintain online activities. Follow the same steps to link additional licenses if necessary.

Returning Users

- Insert the above link into your browser and go to LOG IN TO ONLINE PROFILE. Enter your e-mail address and password to access your account.



NATIONAL ASSOCIATION OF REALTORS®

Designations & Certifications

Invest in Yourself

To help you enhance your professional skills and stay ahead of the competition, the NATIONAL ASSOCIATION OF REALTORS® and its Institutes, Societies and Councils offer a wide array of educational resources.

Earn Official NAR Designations and Certifications


















Become more valuable. Develop your skill sets and show prospects and clients that you have the specialized expertise to navigate the current marketplace. By earning any of the following official designations and certifications you can as much as double your income. Many designations and certifications are available in-classroom or online through REALTOR® University.


Add designations, increase your income. REALTORS® who earn professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on the 2013 NAR Member Profile, the median income of REALTORS® with at least one designation was nearly \$27,600 more than the income of those with no designation.

Build Your Skills

NAR Designations allow you to: add prestige to enhance your professional image • learn best practices • gain new expertise • acquire specialized knowledge • increase your value, marketability, proficiency and productivity

NAR Designations

	Accredited Buyer's Representative (REBAC)  The benchmark of excellence in buyer representation. This coveted designation provides the expertise you need for the edge in serving today's home buyers. Access member-only benefits to stay on top of your buyer representation business. 800-648-6224 www.REBAC.net		Certified Residential Specialist  (Council of Residential Specialists) Earning the prestigious CRS designation is just the beginning of a career-long, learning journey you will take as a member of an elite network of highly-qualified, residential agents. 800-462-8841 www.CRS.com
	Accredited Land Consultant  (REALTORS® Land Institute) The most trusted, knowledgeable and highest-performing experts in all segments of land. 800-441-5263 www.RLILand.com		Counselor of Real Estate (The Counselors of Real Estate) The designation for only the most experienced and trusted advisors in real estate. 312-329-8427 www.CRE.org
	Certified Commercial Investment Member (CCIM Institute) Commercial investment real estate experts demonstrating unparalleled financial analysis skills. 800-621-7027 www.CCIM.com		General/Residential Accredited Appraiser (NAR) Signifies advanced education and experience in commercial, industrial and residential property valuation. 800-874-6500, ext. 8268 www.REALTOR.org/appraisal
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	CERTIFIED PROPERTY MANAGER® (Institute of Real Estate Management) The premier real estate management credential for property and asset managers. 800-837-0706 www.IREM.org		NAR's Green Designation (Green REsource Council)  This residential-focused program offers specific themes, ranging from sustainability, green building science and business applications. 800-498-9422 www.GreenREsourceCouncil.org
	Certified Real Estate Brokerage Manager (Council of Real Estate Brokerage Managers) "THE SOURCE" for real estate business management and leadership solutions. 800-621-8738 www.CRB.com		Performance Management Network (Women's Council of REALTORS®) The REALTOR® designation that combines today's real-world skills with WCR's powerful nationwide referral network. 800-245-8512 www.WCR.org

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GoMLS MIAMI from CoreLogic® isn't your garden variety real estate app displaying listings, property tax data, saved searches, maps, and sharp photos – it's the next step in deepening customer appreciation and loyalty. That's because *GoMLS MIAMI* with HomeAssist is an extraordinary real time customer collaboration platform allowing you to trade messages, view favorites, and act on customer needs in the moment. And in today's competitive market, which has little room for error, removing confusion and delay from customer communication is critical to your success. With clear, real- time collaboration taking the guesswork out of customer thinking, it's a little like they're standing right there!



Highlights

- Automatic agent branding
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- Integration with your MLS account allows you to access your contacts, saved searches
- Search for listings by city, zip code, address, MLS number, geo-location, or by drawing a search area on a map
- Access to Realist®
- Multiple map views, including street, satellite and hybrid
- Get driving directions
- Access important 'agent-only' listing details for active and off-market properties
- Schedule a viewing or contact the listing agent
- Share listings via text, email, Facebook® and Twitter®
- Send and receive text messages and two-way sharing of listings with customers in real time
- Native app, so listing details and photos display beautifully
- And more!





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Yes, it's that easy!

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3. Share it!

Share via social networks, email and text. With one link, customers can download your branded app with YOU as the primary MLS contact.

4. Work it!

All clients appear within your app when they install and login. You can begin working with customers by messaging, sharing viewing their favorite homes.

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Attention MIAMI Members: Before attending any GoMLS Classes you must download GOMLS MIAMI on your mobile device AND log-in at least once as an agent- instructors will not be conducting download or log-in instructions during class

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Malaysia
Malta
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Nigeria
Norway
Pakistan
Panama
Paraguay
Peru
Philippines
Poland
Portugal
Puerto Rico
Qatar
Republic of Korea
Romania
Russian Federation
Saint Kitts and Nevis
Saint Lucia

Saint Vincent and the Grenadines
Saudi Arabia
Senegal
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Taiwan
Thailand
Tunisia
Turkey
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At 9am, REALTORS® present their properties that they have on tour, discussing recent price reductions, unique designs, client needs, etc. Everyone in attendance will have the opportunity to talk about their properties, customers, and upcoming relevant events.

At 9:30am, head out on the tour and view the properties at your own pace. Not only is the tour a great time to see properties with the listing agent present, but it's also an excellent way to be in the know as to what's hot on the market.

Top 20 Reasons to Visit & Buy in Palm Beach County

- 1. Top Tourist Destination:** One of America's top tourist locations, Palm Beach County draws six million visitors annually. Tourism employs 60,000 residents and contributes \$6.8 billion in total economic impact to Palm Beach County each year.
- 2. Clean Air, Sunny Weather:** Palm Beach boasts an average annual temperature of 78 degrees and about 234 days of sunshine year-round. It also averages only one day per year of smog, according to the American Lung Association's latest report on the nation's air quality.
- 3. Florida's Golf Capital:** Palm Beach County has the most public and private golf courses in the state with 160 public and private courses. Known as Florida's Golf Capital, the county boasts some of the nation's most acclaimed golf resorts, pro-designed executive and championship courses, and regularly hosts leading PGA sanctioned tournaments.
- 4. World-Class Shopping:** From Worth Avenue to the Town Center at Boca Raton, Palm Beach County offers some of the most beautiful and luxurious shopping venues in the U.S.
- 5. Restaurants:** In Palm Beach County, you can savor worldwide cuisine. Celebrity chefs are opening restaurants throughout the region. Clematis Street and City Place are two top places for upscale dining.
- 6. Boating:** On the sea or in fresh water, Palm Beach offers fishing, diving, boating and more water activities. Participate in the nation's best bass fishing in Lake Okeechobee, the largest lake in the southeastern United States. Snorkel and dive in the Gulf Stream-warmed water to view more than 20 reefs in the area. Palm Beach County also has direct access to the world-renowned Florida Everglades.
- 7. International Airport:** Palm Beach International Airport serves more than six million passengers a year, and is within close proximity to the destination's legendary resorts, beaches, and the Palm Beach County Convention Center. Twelve domestic and international airlines serve the airport with approximately 200 scheduled commercial flights arriving and departing daily. Voted third best airport in the U.S. the Conde Nast Traveler magazine in 2014.
- 8. Sports:** Palm Beach County is considered the world's winter equestrian capital with its bevy of horse show arenas. Polo is another top sport here with the International Polo Club in Wellington hosting some of the world's most prestigious tournaments. And two professional baseball teams — the St. Louis Cardinals and the Miami Marlins — call Jupiter their home for spring training.
- 9. Picturesque Beaches:** With 47 miles of Atlantic coastline, Palm Beach County has countless public beaches and areas to enjoy the surf and sand.
- 10. Hotels:** Palm Beach County has more than 16,000 hotel rooms available, ranging from hotels along the coast to properties adjacent to the Intracoastal Waterway to those in walking distance to historic districts. Palm Beach County hotel occupancy climbed in 2014 to 73.4 percent compared to 71.6 percent in 2013, according to STR data.
- 11. Schools:** The School District of Palm Beach County is the eleventh largest in the nation with 185 schools. Education Week recognized the District as having the eighth-highest graduation rate in the nation. Palm Beach County also has seven community colleges and two major universities: Florida Atlantic University and Palm Beach Atlantic University. Palm Beach County is also a four-hour drive away from two top-50 universities: The University of Florida in Gainesville and the University of Miami in Coral Gables.
- 12. Hospitals:** Sixteen Palm Beach County hospitals have 24/7 emergency rooms. Several hospitals have received national honors, including Jupiter Medical Center, which ranks among nine U.S. hospitals identified by Consumer Reports as the highest rated in fighting infection.
- 13. Luxury Real Estate:** With 47 miles of Atlantic coastline and pristine island views, Palm Beach County offers some of the world's top luxury oceanfront homes. Singer Island and Billionaire's Row attract high-net-worth individuals.
- 14. Art and Culture:** The nationally acclaimed Antique Row, the Kravis Center for the Performing Arts, and the Norton Art Museum are just some of the top places in Palm Beach County for art, culture, and entertainment.
- 15. Ecotourism:** Palm Beach County has 35 nature areas encompassing more than 30,000 acres of environmentally sensitive lands. Hike and use the public-use facilities at Delray Oaks, Frenchman's Forest, High Ridge Scrub, Hypoluxo Scrub, Juno Dunes, Jupiter Ridge, Leon M. Weekes, Ocean Ridge, Rosemary Scrub, Royal Palm Beach Pines, Seacrest Scrub, Sweetbay and Yamato Scrub.
- 16. Great Biking Trails:** The Lake Trail is one popular ride. It runs along the Intracoastal Waterway on Palm Beach Island, ending in a pier at the inlet. Riverbend Park, an award-winning park, offers biking, hiking, horseback riding and paddling opportunities.
- 17. Top Place to Launch a Career:** Forbes Magazine ranked the West Palm Beach/Boca Raton/Boynton Beach area as the top place in the entire state of Florida for business and careers in 2014. With major industries such as biotech, tourism and agriculture, Palm Beach County's job sector finished 54th in the U.S. for the best place to launch a career.
- 18. Emerging Tech Hub:** App developers, website builders, and interactive game creators are launching businesses in Palm Beach County. The growth in the tech sector fueled the recent start of Palm Beach Technology Association, an organization trying to build Palm Beach County as the next American tech hub.
- 19. Budding Rail System:** All Aboard Florida, a high-speed passenger rail connecting downtown Miami to Orlando, will have a West Palm Beach stop. Service is set to begin in early 2017 from Miami to West Palm Beach and the rest of the line by the end of 2017.
- 20. Port of Palm Beach:** The fourth busiest container port in Florida and one of the top-20 busiest container ports in the U.S., the Port of Palm Beach is primarily an export port. About 80 percent of its cargo is being exported all over the world. The Port and its tenants contribute a staggering \$185 million annually in business revenue to the county.

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Palm Beach in the Rankings

- **Equestrian Capital of the World:** Wellington in Palm Beach County is known as the Equestrian Capital of the World because it has a protected equestrian preserve and is home to the International Polo Club Palm Beach and the internationally renowned Winter Equestrian Festival.
- **The World's 28th-best Golf Course:** Seminole Golf Club in Juno Beach is a majestic Donald Ross-designed course in Palm Beach. It is one of America's most exclusive clubs and will be home to the 2021 Walker Cup. (Source: Golf Digest — 2016)
- **Top Place to Launch a Career:** Forbes Magazine ranked the West Palm Beach/Boca Raton/Boynton Beach area as the top place in the entire state of Florida for business and careers in 2014. (Source: Forbes Magazine — 2014)
- **3rd-Best Airport in the United States:** Palm Beach International is ranked among the best airports in the country. (Source: Conde Nast Traveler magazine — 2014)
- **2nd Hottest Single-Family Home Market in the United States:** Palm Beach County ranked No. 2 for the best single-family home market in the United States in the 3Q of 2016 because of its strong population and employment growth (Source: Ten-X in November 2016)
- **29th-Best City in Florida for Young Families:** Jupiter's home affordability, growth and educational quality helped its ranking as one of the best cities for young families: (Source: NerdWallet — 2015)
- **Seven Top 100 Golf Communities in America:** Admiral's Cove (Jupiter), The Bear's Club (Jupiter), the Loxahatchee Club (Jupiter), the Medalist Golf Club (Hobe Sound), Mirasol (Palm Beach Gardens), Old Marsh (Palm Beach Gardens) and Old Palm Golf Club (Palm Beach Gardens) rank among America's Top 100 Golf Communities. (Source: Travel & Leisure magazine — 2016)
- **Four Cities Ranked in Top 10 Places to Retire in Florida:** North Palm Beach (fifth-best city to retire in Florida), Palm Beach Gardens (sixth), Boca Raton (seventh) and Delray Beach (10th) performed among the best in terms of tax rates, doctor offices, recreation centers, etc. (Source: SmartAsset — August 2016).
- **36th-Best Place to live in the United States:** Wellington, known as the equestrian capital of the world, ranked among Money Magazine's Best Places to Live 2016. Wellington offers top schools, quality health care and low crime. (Source: Money Magazine — 2016)
- **4th-Hottest Retail Real Estate Market in the United States:** West Palm Beach ranked as the fourth hottest retail market in the country, posting a four-year rent increase of 12.8 percent (Source: Ten X in October 2016)
- **Most-Searched U.S. Region for International Home Buyers:** South Florida is the top U.S. destination for foreign home buyers. (Source: Realtor.com — November 2016)
- **2nd-Best Place in America to Start a Business:** South Florida finished second behind Austin, Texas for the best location to start a business. (Source: American City Business Journals study of small-business vitality, April 2016)
- **8th-Most Populated Region in the United States:** The Miami-Dade, Broward and Palm Beach metro area added 500,000 new residents in the past five years and now boasts more than 6 million residents for the first time (Source: U.S. Census Bureau — March 2016)
- **23rd-Best Area for Launching a Career in the United States:** The Miami-Fort Lauderdale-West Palm Beach metro area ranked as the 23rd best area for launching a career. South Florida earned high marks for career advancement (No. 15), quality of life (No. 20) and social opportunities (No. 11). (Source: Bankrate.com — April 2016)



TOP PALM BEACH FACTS

Ocean, Lakes, Waterways: On the sea or in fresh water, Palm Beach offers fishing, diving, boating and more water activities. Participate in the nation's best bass fishing in Lake Okeechobee, the largest lake in the southeastern United States. Snorkel and dive in the Gulf Stream-warmed water to view more than 20 reefs in the area. Palm Beach also has direct access to the world-renowned Florida Everglades.

Picturesque Beaches: With 47 miles of Atlantic coastline, Palm Beach County has numerous public beaches and areas to enjoy the surf and sand. Many of the beaches are dog friendly with easy public access/parking.

Florida's Golf Capital: Palm Beach County has the most public and private golf courses in the state with 160 public and private courses. Known as Florida's Golf Capital, the county boasts some of the nation's most acclaimed golf resorts, pro-designed executive and championship courses, and regularly hosts leading PGA-sanctioned tournaments.

Boating, Watersports & Fishing: The waters off Palm Beach are perfect for boating, watersports, pleasure boating, sport fishing and lobster fishing. Palm Beach to the west end Bahamas is three hours by sea.

Equestrian Capital of the World: The Palm Beaches are considered the world's winter equestrian capital as it has a bevy of horse show arenas. This is a multi-billion dollar industry. Polo is another top sport here. The International Polo Club in Wellington host some of the world's biggest tournaments.

World-Class Shopping: From Worth Avenue to the Town Center at Boca Raton, Palm Beach County offers some of the most beautiful and luxurious shopping venues in the U.S.

Ecotourism: Palm Beach County has 35 nature areas encompassing more than 30,000 acres of environmentally sensitive lands. Hike and use the public-use facilities at Delray Oaks, Frenchman's Forest, High Ridge Scrub, Hypoluxo Scrub, Juno Dunes, Jupiter Ridge, Leon M. Weekes, Ocean Ridge, Rosemary Scrub, Royal Palm Beach Pines, Seacrest Scrub, Sweetbay and Yamato Scrub.

Top Tourist Destination: One of America's top tourist locations, Palm Beach County draws seven million visitors annually, which is equivalent to the population of Maryland. Tourism employs 60,000 residents and contributes \$6.8 billion in total economic impact to Palm Beach County each year.

Convenient Aviation Hub: Palm Beach International Airport serves more than six million passengers a year, and is within close proximity to the destination's legendary resorts, beaches, and the Palm Beach County Convention Center. Twelve domestic and international airlines serve the airport with approximately 200 scheduled commercial flights arriving and departing daily. Voted third best airport in the U.S. the Conde Nast Traveler magazine in 2014. Palm Beach is also home to many private airports and the Palm Beach County Park Airport (LNA) in Lantana.

Schools: The School District of Palm Beach County is the eleventh largest in the nation with 185 schools. Education Week recognized the District as having the eighth-highest graduation rate in the nation. Palm Beach County also has seven community colleges and two major universities: Florida Atlantic University and Palm Beach Atlantic University. Palm Beach County is also a four-hour drive away from two top-50 universities: The University of Florida in Gainesville and the University of Miami in Coral Gables.

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Emerging Tech Hub: App developers, website builders, and interactive game creators are launching businesses in Palm Beach County. The growth in the tech sector fueled the recent start of Palm Beach Technology Association, an organization trying to build Palm Beach as the next American tech hub.

Major League Baseball: Two professional baseball teams — the St. Louis Cardinals and the Miami Marlins — play spring training in Jupiter. The Houston Astros and the Washington Nationals host spring training at The Ballpark of the Palm Beaches in West Palm Beach in 2017. The new state-of-the-art facility will also be used for tournaments, corporate functions, concerts, festivals and other events.

Restaurants: In Palm Beach County, you can savor worldwide cuisine. Celebrity chefs are opening restaurants throughout the region. Clematis Street and City Place are two top places for upscale dining.

Great Biking Trails and Kayaking: The Lake Trail is one popular ride. It runs along the Intracoastal Waterway on Palm Beach Island, ending in a pier at the inlet. Riverbend Park, an award-winning park, offers biking, hiking, horseback riding and paddling opportunities. Jupiter is home to 188 miles of waterways, which are perfect for paddling, kayaking and canoeing.

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Palm Beach: A Top Ranking Market

Top Tourist Destination

One of America's top tourist locations, Palm Beach County draws seven million visitors annually, which is equivalent to the population of Maryland.

Tourism employs 60,000 residents and contributes \$6.8 billion in total economic impact to Palm Beach County each year.

#3

3rd-Best Airport in the United States

(Source: Conde Nast Traveler magazine — 2014)

#2

2nd Hottest Single-Family Home Market in the United States

(Source: Ten-X in November 2016)

Equestrian Capital of the World

Top Place to Launch a Career

(Source: Forbes Magazine — 2014)

Most-Searched

U.S. Region for International Home Buyers

(Source: Realtor.com — November 2016)

Art & Culture & Entertainment

World-Class Shopping

From Worth Avenue to the Town Center at Boca Raton, Palm Beach County offers some of the most beautiful and luxurious shopping venues in the U.S.

#4

4th-Hottest Retail Real Estate Market in the United States

(Source: Ten X in October 2016)

47 Miles Atlantic Coastline

Palm Beach County has numerous public beaches and areas to enjoy the surf & sand. Many of the beaches are dog friendly with easy public access/parking.

Port of Palm Beach

The fourth busiest container port in Florida and one of the top-20 busiest container ports in the U.S.

Top City in Florida for Young Families

Jupiter is one of the best cities for young families

(Source: NerdWallet — 2015)

160 Courses

The most public and private golf courses in Florida.

#2

2nd-Best Place in America to Start a Business

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

4 of Top 10 Places to Retire in Florida

(Source: SmartAsset — August 2016)

Ecotourism

35 nature areas encompassing more than 30,000 acres of environmentally sensitive lands

Luxury Real Estate

Some of the world's top luxury oceanfront homes

Restaurants

In Palm Beach County, you can savor worldwide cuisine. Celebrity chefs are opening restaurants throughout the region. Clematis Street and City Place are two top places for upscale dining.

Ocean, Lakes, Reefs

Palm Beach offers fishing, diving, boating and all types of water activities

#11

Largest School District with 185 schools



Top 20 Reasons to Visit & Buy in Martin County

- 1. Small-town Vibe:** Say goodbye to traffic, gridlock and congestion as Martin County is known for its relaxed, laid-back lifestyle. Its shoreline is uncluttered as building restrictions have limited structures to four stories. In 2015, Martin County's largest city – Stuart --- was named as the third-best small town to visit by Smithsonian Magazine.
- 2. Boating/Watersports:** With year-round weather ideal for water sports, it is no surprise that Martin County has more than 20 marinas to launch water adventures. Off shore, there are many dive site opportunities.
- 3. World-Class Fishing:** Martin County residents and visitors can fish in freshwater, inshore saltwater and offshore saltwater. Martin County not only fronts the Atlantic, but also incorporates parts of the St. Lucie and Indian Rivers and extends all the way west to Lake Okeechobee, the largest freshwater lake in the South. Sport fishermen love the county, which is commonly referred to as the "Sailfish Capital of the World."
- 4. The Arts:** Downtown Stuart features a contemporary performing arts center called The Lyric. The theatre, which was once a silent movie house in the 1920s, was completely renovated in 2014 with all new seating, new walls, and lobby.
- 5. Endless Beaches:** Martin County has myriad Atlantic beaches spanning nearly 22 miles of white-sand coastline. There's individual access strips that allow for more private spots to enjoy the surf.
- 6. Great Schools:** Martin County public school district is one of Florida's highest-performing school districts in Florida. The Martin County School District's new Federal Graduation Rate is among the highest in the state at 88.8 percent. Jensen Beach High, Martin County High, and South Fork High schools are ranked among Newsweek Magazine's 2014 list of America's Best High Schools.
- 7. Close Proximity to World-Famous Attractions:** You can access all of Florida's major attractions and cities from Martin County. Orlando's Disney World and Miami Beach are within 100 miles radius of Martin. A day trip will get you to Key West, Tampa, Jacksonville or Tallahassee.
- 8. The St. Lucie Inlet:** The St. Lucie Inlet is the most bio-diverse lagoon ecosystem in the Northern hemisphere. The Inlet, which provides habitat for over 4,300 species of plants and animals, is important to Martin County because it provides critical access between inland waterways, centers of commerce and private and commercial docks and the Atlantic Ocean.
- 9. Four Major Airports in Close Proximity:** Martin County is 45 minutes from Palm Beach International Airport, 90 minutes from Fort Lauderdale-Hollywood International Airport, almost two hours from Miami International Airport, and two hours from Orlando International Airport.
- 10. Shopping:** Martin County offers a slew of top-notch retail centers. The Treasure Coast Square Mall, the Harbour Bay Plaza, and the shops in the downtowns of Stuart and Jensen Beach are just a few.
- 11. Golf:** Martin County is home to more than 35 world-class golf courses. Legendary golf pros such as Jack Nicklaus and Chi Chi Rodriguez have designed golf courses here. Tiger Woods recently purchased a 10-acre estate, with a private golf course, on Jupiter Island.
- 12. Historic downtowns:** History is preserved here in Martin County as the area boasts more than 20 galleries in the historic downtowns of Stuart, Jensen Beach, Port Salerno and Hobe Sound.
- 13. Ecotourism:** Martin County has more than 93,000 acres of conservation land to explore. Martin County's beautiful outdoors offers everything from horseback riding to hiking, particularly at local preserves and state parks such as Jonathan Dickinson State Park.
- 14. Worldwide Cuisine:** Martin's top-notch waterfront and indoor restaurants offer an array of cuisine to whet your appetite. Restaurants serving international, Caribbean, New World, Latin, and more are offered in Martin County.
- 15. Hospitals:** Martin County Health System ranks among the top 10 percent of hospitals nationwide, according to The Joint Commission, one of the most respected accreditation agencies in the U.S. Martin Health System and Martin Health System South are four-time national winners of the Top 100 Hospitals in the U.S.
- 16. All-Year, Sunny Weather:** Martin County boasts an average annual temperature of 74 degrees.
- 17. "The Panama Canal of Florida":** Stuart, the county seat of Martin County, sits on the eastern point of the Okeechobee Waterway, a 54-mile long waterway and Florida's only cross-state canal. Stuart is nicknamed the "The Panama Canal of Florida" because the waterway extends from the Atlantic Ocean in Stuart to the Gulf of Mexico in Fort Myers.
- 18. Tourism:** Martin County is led by a tourist-oriented economy, and hotel occupancy is on the rise here. About 91.1 percent of all Martin County hotels were occupied in March 2015, the highest occupancy rate recorded in a decade, according to research firm STR Inc.
- 19. The Reefs:** Martin County has numerous thriving natural and artificial reefs. Each reef offers rich aquatic life, which is perfect for recreational divers.
- 20. Emerging Business Center:** Martin County has more than 400 manufacturers making everything from medical devices to solar and alternative energy products. Local aviation manufacturer companies like Triumph Aerostructures-Vought Aircraft Division and Paradigm Precision are thriving in global markets. Martin is also located near life science institutions Scripps Research Institute and Torrey Pines Molecular Research Institute.

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Martin County in the Rankings

- **America's Happiest Seaside Town:** Stuart beat out popular coastal towns such as Portland, Maine and Hermosa Beach, Calif. to take the crown as the nation's Happiest Seaside Town in 2016. Stuart is a hidden gem and an Old Florida-style treasure. The town shares its waters with sea turtles, dolphins and sailfish. (Source: Coastal Living — 2016)
- **Best Beach Town Housing Market in the U.S.:** Hobe Sound, which is technically not a town but an unincorporated part of south Martin County, was named the nation's top beach town housing market for its warm weather, low crime rate and affordable housing. Hobe Sound sits between Jonathan Dickinson State Park and the Hobe Sound National Wildlife Refuge. (Source: Realty Trac — 2014)
- **America's Most Beautiful City:** Stuart was named the most beautiful city for its size in a national competition. Its small-town vibe, historic downtown and boating lifestyle make Stuart unique. (Source: American in Bloom competition — 2008)
- **Best School District in Florida:** The Martin County School District ranked as the top-ranked K-12 school district in the entire state of Florida. (Source: Niche — 2015)
- **9th-Most Beautiful Small Town in America:** Stuart earned this distinction because it neighbors the most bio-diverse lagoon in the Northern hemisphere and is also home to the Florida Oceanographic Coastal Center. (Source: House Beautiful — 2015)
- **12th Toughest Golf Course in America:** Medalist Golf Club in Hobe Sound is known around the nation for its difficulty. Overlaid by Greg Norman's architecture, Medalist Golf Club has no rough, only scrub pines and swamp. (Source: Golf Digest — 2010)
- **Best Place to retire in the United States:** Martin County's healthcare, sunshine, beaches, entertainment and community events make it the best place in the nation to retire. (Source: Find the Home — 2015)
- **Third-best Small Town to Visit:** Stuart in Martin County offers a wealth of boating and fishing opportunities on the St. Lucie River and Indian River Lagoon. It also has 35 world-class golf courses and a top-rated public school system. (Source: Smithsonian — 2015)
- **12th-best Golf Course in Florida:** The 18-hole McArthur Golf Club in Hobe Sound is a private golf course designed by Nick Price and Tom Fazio. (Source: Golf Digest — 2015)
- **Sailfish Capital of the World:** Stuart is the Sailfish Capital of the World because giant, trophy-size sailfish congregate in the Gulf Stream off St. Lucie Inlet. Dolphins, wahoo, kingfish, tarpon, snook, redfish, sea trout and more swim in the waters off Stuart. (Source: Stuart Chamber of Commerce — 1957)
- **Top 100 Hospital in the Nation:** Martin Health System is an eight-time winner of the Top 100 Hospitals award. (Source: Truven Health Analytics — 1998, 1999, 2001, 2002, 2009, 2011, 2012, 2013)
- **Top-10 Family Friendly Beach:** Bathtub Beach in Martin County is perfect for families. It is protected by a reef that creates a lagoon effect, with calm, warm water, lifeguards, picnic tables and restrooms. (Source: TripAdvisor — 2007)
- **20th-best Small Town in America:** Stuart's 16,000 residents enjoy vacation-like living in one of the nation's best small towns. (Source: Mom.me — 2015)
- **Fifth-best Hospital in the Nation for Heart Attack Care:** Martin Medical Center in Stuart placed among the top five hospitals in the nation for heart attack care. (Source: BetterDoctor.com — 2015)
- **Seventh-Most Happiest Town in Florida:** Martin County's Palm City finished as the seventh-most happiest town in Florida because of its education, employment and cost of living. (Source: Zippia — 2014)



TOP MARTIN COUNTY FACTS

Paddleboard/Kayak/Canoe: Martin County has more than 20 marinas to launch water adventures. Off shore, there are many dive site opportunities.

The Arts: Downtown Stuart features a contemporary performing arts center called The Lyric. The theatre, which was once a silent movie house in the 1920s, was completely renovated in 2014 with all new seating, new walls, and lobby.

World-Class Fishing: Martin County residents and visitors can fish in freshwater, inshore saltwater and offshore saltwater. Martin County not only fronts the Atlantic, but also incorporates parts of the St. Lucie and Indian Rivers and extends all the way west to Lake Okeechobee, the largest freshwater lake in the South. Sport fishermen love the county, which is commonly referred to as the "Sailfish Capital of the World."

Beaches: Martin County has myriad Atlantic beaches spanning nearly 22 miles of white-sand coastline. There's individual access strips that allow for more private spots to enjoy the surf.

The St. Lucie Inlet: The St. Lucie Inlet is the most bio-diverse lagoon ecosystem in the Northern hemisphere. The Inlet, which provides habitat for over 4,300 species of plants and animals, is important to Martin County because it provides critical access between inland waterways, centers of commerce and private and commercial docks and the Atlantic Ocean.

Four Major Airports in Close Proximity: Martin County is 45 minutes from Palm Beach International Airport, 90 minutes from Fort Lauderdale-Hollywood International Airport, almost two hours from Miami International Airport, and two hours from Orlando International Airport. Stuart's Witham Field Airport offers a closer option. Witham Field Airport is home to the Stuart Jet Center, which accommodates aircraft as large as a Gulfstream V.

Shopping: Martin County offers a slew of top-notch retail centers. The Treasure Coast Square Mall, the Harbour Bay Plaza, and the shops in the downtowns of Stuart and Jensen Beach are just a few.

Golf: Martin County is home to more than 35 world-class golf courses. Legendary golf pros such as Jack Nicklaus and Chi Chi Rodriguez have designed golf courses here. Tiger Woods recently purchased a 10-acre estate, with a private golf course, on Jupiter Island.

Ecotourism: Martin County has more than 93,000 acres of conservation land to explore. Martin County's beautiful outdoors offers everything from horseback riding to hiking, particularly at local preserves and state parks such as Jonathan Dickinson State Park.

Worldwide cuisine: Martin's top-notch waterfront and indoor restaurants offer an array of cuisine to whet your appetite. Restaurants serving international, Caribbean, New World, Latin, and more are offered in Martin County.

Schools: Martin County public school district is one of Florida's highest-performing school districts in Florida. The Martin County School District's new Federal Graduation Rate is among the highest in the state at 88.8 percent. Jensen Beach High, Martin County High, and South Fork High schools are ranked among Newsweek Magazine's 2014 list of America's Best High Schools

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Tourism: Martin County is led by a tourist-oriented economy, and hotel occupancy is on the rise here. About 91.1 percent of all Martin County hotels were occupied in March 2015, the highest occupancy rate recorded in a decade, according to research firm STR Inc.

The Reefs: Martin County has numerous thriving natural and artificial reefs. Each reef offers rich aquatic life, which is perfect for recreational divers.

Historic downtowns: History is preserved here in Martin County as the area boasts more than 20 galleries in the historic downtowns of Stuart, Jensen Beach, Port Salerno and Hobe Sound.

Emerging Business Center: Martin County has more than 400 manufacturers making everything from medical devices to solar and alternative energy products. Local aviation manufacturer companies like Triumph Aerostructures-Vought Aircraft Division and Paradigm Precision are thriving in global markets. Martin is also located near life science institutions Scripps Research Institute and Torrey Pines Molecular Research Institute.

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Top 20 Reasons to Visit & Buy in Broward County

1. **Record Affordability** – The local market offers record affordability, amenities and seller incentives; 50% more affordable in the last five years; favorable currency exchange offers greater discounts for foreign buyers.
2. **Top Market for International Buyers** – While Florida is the top state, Broward County is one of the top markets for international buyers.
3. **Enviably Weather** – A tropical paradise with an average yearly temperature of 76°F/25°C & an average winter temperature of 66°F/19°C. Don't forget the over 3,000 hours of sunshine each year.
4. **Beautiful Beaches** – Broward County has 23 miles of Atlantic Ocean coastline and 300 miles of navigable waterways, earning it the nickname: "The Venice of America".
5. **Water Sports and Activities** – Enjoy top-rated fishing, snorkeling, sailing, boating, kayaking, swimming, SCUBA diving and other water sports all year around.
6. **All Things Boating** – Home to over 42,000 pleasure crafts, Broward County is also known as the "Yachting Capital of the World".
7. **Lifestyle** – There's a lifestyle for everyone; museums, performing arts venues, art galleries, professional sports, amazing places to shop and limitless beaches.
8. **Fabulous Nightlife** – Las Olas, Beach Place, Riverwalk, the Hollywood Broadwalk and so much more – the selection of top restaurants, nightclubs, bars and hotspots is endless.
9. **Restaurants** – With more than 4,000 restaurants ranging from intimate cafes to al fresco waterfront dining spots to quaint bistros, ethnic eateries and world-renowned steakhouses, your palette is your only limit.
10. **World-Class Shopping** – From the chic boutiques of Las Olas to South Florida's largest flea market, the Swap Shop, and the new luxury Shops at Gulfstream Park to the world's largest discount mall, Sawgrass Mills, your shopping options extend countywide.
11. **Casinos and Gaming** – Place a wager at one of the area casinos including Seminole Hard Rock Hotel & Casino, the Seminole Casino Coconut Creek, Gulfstream Park Racing & Casino and the Isle Casino & Racing.
12. **Commercial & Investment Real Estate** – Vacancy rates for all commercial sectors in Broward County are below the national average; retail and multi-family are outperforming most major markets in the U.S.
13. **International Events** – Don't miss top international events including the Fort Lauderdale International Boat Show, the Fort Lauderdale International Film Festival, the Air & Sea Show and the Winterfest Boat Parade.
14. **Cultural Diversity** – Over 30% of Broward County's 1.7 million residents are foreign born and speak over 100 distinct languages.
15. **Dynamic Business Center** – Once known strictly as a tourism-based economy, Fort Lauderdale now supports a diverse range of industries, including marine, manufacturing, finance, insurance, real estate, high technology and avionics/aerospace. In fact, over 150 companies have corporate, division or regional headquarters in Broward County.
16. **Hotels** – Whether you want a luxury resort overlooking the Atlantic Ocean or a modest place to store your bags while you explore the city, you'll find the perfect place to stay in Broward County.
17. **World Travel Hub** – One of the most active travel hubs in the nation with over 23 million airline passengers a year via 40 airlines with service to 60 U.S. and 40 international destinations.
18. **Cruising the Waters** – With over 3.7 passengers yearly, the new Allure and Oasis cruise ships are expected to help Fort Lauderdale surpass Miami as the world's busiest cruise port by 2013, becoming the "Cruise Capital of the World".
19. **Educational Institutions** – 6th largest U.S. public school district with over 280 public schools as well as numerous public and private colleges and universities.
20. **A Top Place to Live & Work** – Numerous cities in Broward County have repeatedly been ranked among the top places to live, work and play in the U.S.

It's great to live, work & play in Broward!

BrowardCouncil.com


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Broward: A Top Ranking Market

#1

Best yachting town
in the United States

(Source: Yachting Magazine— 2011)

#2

2nd happiest city in the U.S.
for young professionals

(Source: Career Bliss— 2011)

Top Cruise Port

(Source: Seatrade Insider)

Beautiful, Clean Beaches

23 miles of Atlantic Ocean coastline

#3

3rd strongest “buyer’s market”
in the country

(Source: Open House in September 2016)

#1

Best place to retire in the Southeast

(Source: Money Magazine — 2016)

#1

America’s favorite gay resort town:

(Source: Gay.com — 2011)

#8

8th best city to live
in the United States

(Source: Money Magazine — 2016)

Parks

Broward has nearly 50 parks,
6,500 acres, neighborhood parks,
and natural areas at various stages
of development, for a total of about
7.8 million people visit Broward
parks per year.

#2

2nd-best U.S. market for
entrepreneurs/startups

(Source: Kauffman Foundation — June 2015)

#7

7th-best downtown
in the United States

(Source: Liveability.com — March 2014)

World-class Art & Entertainment

Broward County boasts eight major cultural institutions, including the Broward Center for the Performing Arts and the Art and Culture Center of Hollywood.

#5

5th most walkable
neighborhood in Florida

(Source: Redfin in September 2016)

#4

4th best city for starting a
business in America

(Source: Biz2Credit – May 2016)

Yachting Capital of the World

With more than 300 miles of inland waterways and 50,000 registered yachts,
Fort Lauderdale is often dubbed “the Yachting Capital of the World.”

#2

2nd hottest retail real estate
market in the United States

(Source: Ten X in October 2016)

#5

5th greenest mid-sized city
in the United States

(Source: MyLife.com in June 2014)

A top market for international buyers

One of America’s top tourist destinations

14 million people a year visit Greater Fort Lauderdale spending
\$11.4 billion in the local economy.



MiamiRealtors.com

Top 20

Reasons to Visit & Buy in Miami

1. **Affordable Real Estate** – The local market offers record affordability, amenities, & seller incentives; 50% more affordable in the last five years; weak U.S. dollar gives greater discounts for foreign buyers
2. **Top Market for Int'l Buyers** – Florida is the top state in the U.S. & Miami is the top market for int'l buyers; & is expected to outperform other U.S. markets long into the future
3. **Enviably Weather** – The only major “subtropical” city in continental U.S.; average temp. 75 °F / 23 °C
4. **Beautiful Beaches** – Greater Miami has 84 miles of Atlantic Ocean coastline & 67 square miles of inland waterways & more than 15 miles of world-famous beaches
5. **Water Sports & Activities** – Enjoy snorkeling, sailing, boating, kayaking, swimming, diving & other water sports all year around
6. **Exciting Lifestyle for All** – young adults, families, baby boomers, retirees, celebrities, & visitors - museums, performing arts venues, art galleries, professional sports, & amazing places to shop
7. **Fabulous Nightlife** – Ocean Drive & more - top restaurants, night clubs, bars, world famous hotspots
8. **Restaurants** – In Miami you can savor worldwide cuisine unlike in any other city in the U.S.
9. **Entertainment Industry** – Major fashion center, top modeling agencies in the world, Fashion Week & more than 2,400 motion picture & video businesses
10. **Commercial & Investment Real Estate** – Vacancy rates for all commercial sectors in Miami are below the national average; retail & multi-family are outperforming most major markets in the U.S
11. **“Gateway to the Americas”** – Strategic location between Latin America & Europe; “Capital of the Americas” - perfect for business or pleasure
12. **The Most Int'l City in the U. S.** – nearly 50% of population is foreign born & speak over 100 languages
13. **Global Business Center** – for business, finance, commerce, media, entertainment, arts & international trade; no state income tax; home to nearly 1,200 multinational companies from 56 nations; more than 100 international consulates, trade offices & bi-national chambers of commerce
14. **Hotels** – ranks fifth in US in occupancy after New York, Oahu Island, San Francisco, & Boston
15. **Top Tourist Destination** – 12.6 million overnight guests – with 6 million of them int'l visitors
16. **World Aviation Hub** – 3rd in the U.S. with 33.5 million passengers a year; Over 80 airlines to 120 destinations – top freight airport in the U.S. with 1.8 million tons - \$19 billion in business revenue/year
17. **Port of Miami** – “Cruise Capital of the World” with more than 4 million passengers a year; Also serves 240 seaports; 9 million tons of sea cargo; top markets: China, Italy, Hong Kong, Honduras & Brazil
18. **Educational Institutions** – 4th largest U. S. school district; 5 colleges & universities; 3 law schools
19. **Hospitals** – 33 hospitals; Jackson Memorial is one of the top 25 hospitals in the U. S. & Miami Children's Hospital is rated the top pediatric hospital in the country
20. **Top Rankings**
 - Miami has the largest concentration of international banks in the U.S.
 - Miami's skyline ranks third in the U.S. behind New York City & Chicago & 18th in the world (Almanac of Architecture & Design.)
 - Miami is the only major city in the United States bordered by two national parks, Everglades National Park on the West, & Biscayne National Park on the East.

It's great to live, work & play in Miami!

MIAMIREALTORS.COM



Miami: A Top Ranking City

One of the top ranked cities in the world, Miami is a global hub for business, art, luxury and nightlife. Miami's growing startup/technology scene and all-year sunny weather make it the "Happiest City to Work" in the United States, according to Career Bliss. Miami is also the second-hottest destination for millennials or those born after 1980, according to Realtor.com. Miami attracts all those who want to live, work and play in our vibrant and innovative communities. Miami's evolution from a tourist destination to a top global city is complete and visible and the numbers prove it.

\$6.2 billion

Amount of international home sales in South Florida in 2016.

#1

Miami is the top market for international buyers and is expected to outperform other U.S. markets long into the future

#3

3rd Most Fun City in America
(Source: Wallet Hub — 2016)

100

Number of languages spoken in Miami

84

Miles of Atlantic Ocean coastline in Miami

1,000

Multinational companies in Miami - and no state income tax. Home to 55 foreign consulates, 30 bi-national chambers of commerce and 18 foreign trade offices.

Happiest City to Work

(Source: Career Bliss – Jan. 2016)

15.5 million

The record number of travelers who visited Greater Miami in 2015. Of the 1 million additional visitors in 2015 vs. 2014, about 500,000 traveled to Miami for the first time.

67

Square miles of inland waterways in Miami

4th

Healthiest City in America
(Source: Livability – April 2015)

#1

Miami is "America's Cleanest City" according to Forbes

#4

Largest school district in U.S.
392 schools in the Miami-Dade County Public Schools

#2

2nd-Fastest Growing Economy Among Large U.S. Cities
(Source: Wallet Hub – Sept. 2015)

#1

Most International City in the United States
(Source: U.S. Census Bureau)

75.6 WALK SCORE

Miami is the 5th-most walkable city in the U.S., according to WalkScore.com

24

Colleges & Universities in Miami-Dade County

5.1 million

The record number of cruise ship passengers who traveled through PortMiami in 2016. On the cargo side, the port handled 8.9 million tons of cargo (up 1 million tons since 2012).

15

Miles of world-famous beaches

75°

Average temperature in Miami (Fahrenheit)

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Total Cost if purchased separately.....\$1,720.00/yr

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10% more closed deals.

Communicate clearly and efficiently. Changes are noted, questions answered, and the entire process is simplified.



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Saves up to 10 hours per transaction.

No shuttling documents from place to place. Just focus on what you do best, and move on to the next deal.



Time won't kill your deal

When you really need to get your offer in, there are no copies to be made of faxes to be found. You adjust and sign, all online.

No time for buyers remorse to set in.

Buyers and sellers are not left wringing their hands and second guessing. Decisions are made and documents signed.





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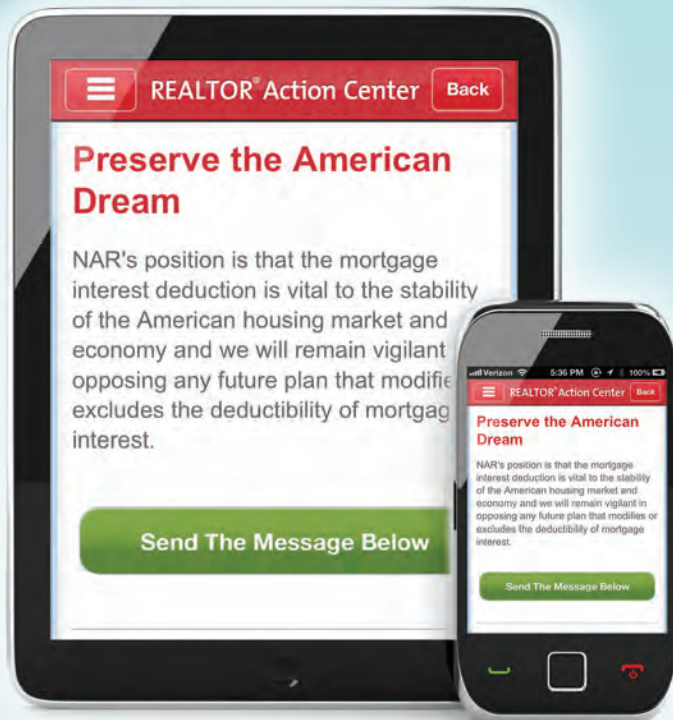
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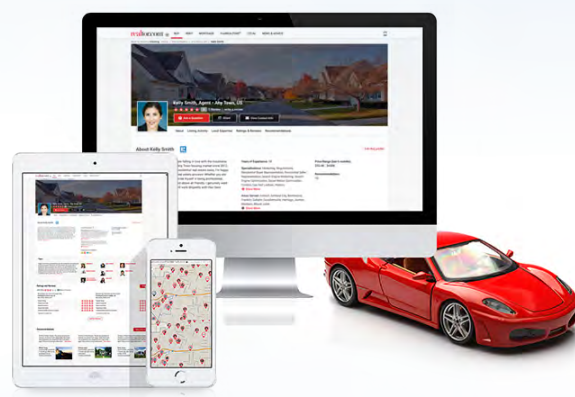
When consumers find YOU, what do you want them to see?

Empty Profile



VS

Completed, Powerful Profile



**Making a strong brand impression today will help you connect
and close business in the months ahead.**



Make sure consumers can see your recommendations from your past clients, colleagues, friends and family.



Showcase your trustworthiness and expertise by displaying both your active and your recent sales on the listing and buy side.²



Profiles on realtor.com[®] **deliver inquiries directly to the agent and allow consumers interested in you to see your accomplishments, ratings, reviews and recommendations.**

Get started:



www.realtor.com/agentprofile

17%

more consumers found
their agent on realtor.com[®]
than zillow.com¹

133%

more consumers found
their agent on realtor.com[®]
than trulia.com¹

250%

more consumers found
their agent on realtor.com[®]
than homes.com¹

¹Source: Based on addendum question in the 2014 National Association of REALTORS[®], Profile of Home Buyers and Sellers: More surveyed consumers found their transacting agent on realtor.com[®] than on zillow.com, trulia.com or homes.com, with responses to this question favoring realtor.com[®] over zillow.com, trulia.com and homes.com by 17%, 133% and 250% respectively.

²Data must be provided to realtor.com[®] by your MLS.



THE NEW REALTOR.COM® AGENT PROFILES



Reputation management for agents at any level

- ✓ **Seasoned Agents** – Increase visibility for your experience, certifications, areas of specialty and local knowledge, and separate yourself from your competition. The realtor.com® profile now includes past transactional data when provided by the real estate professional's local MLS¹, showcasing productivity with both buyer and seller closing history.
- ✓ **New Agents** – New to real estate? No problem. With a robust recommendation engine that is not tied to past clients, new agents can showcase their professionalism with recommendations from business associates, friends, family and others, and demonstrate local activity with open houses displayed on a personal activity map.
- ✓ **Teams** – Teams are now able to show the individual bios of each team member, so consumers can easily navigate to see every member of a team.



NEW realtor.com® profile enhancements

- ✓ All-new **innovative map-based search** experience.
- ✓ Fully responsive design **looks great on desktop and mobile.**
- ✓ RealRating™ and reviews **from clients who have closed a transaction with a specific REALTOR®.**
- ✓ Agents have the ability to **respond directly to every rating and review.**

Visit www.realtor.com/agentprofile to claim your profile today!

Need help?



email realtorprofile@realtor.com or call **866.665.1738**



Think of it as a new business magnet.

Your REALTOR® pin does more than just identify you as a proud member of the National Association of REALTORS®. It's a powerful new business tool, one that attracts attention and

starts conversations. Simply wearing it lets potential buyers and sellers know on sight alone, that you're the person they can trust for all their real estate needs.



*Tell them. Show Them.
Wear your REALTOR® pin with pride.*