













Levels of Association Membership

National level

National Association of Realtors® (NAR)

State Level

Florida Realtors® (FR)

Local Level

MIAMI REALTORS®





- The National Association of REALTORS® was founded as the National Association of Real Estate Exchanges on May 12, 1908 in Chicago by 120 people.
- Largest trade association in the world -Over 1.4 Million members with Headquarters in Chicago and Washington, D.C.
- Cooperative agreements with over 80 foreign R.E. associations
- 1,200 local associations in 54 states/territories
- Providing opportunities for professional development, research and the exchange of information among members, the public and the government for the purpose of preserving the free enterprise system and the right to own real property.





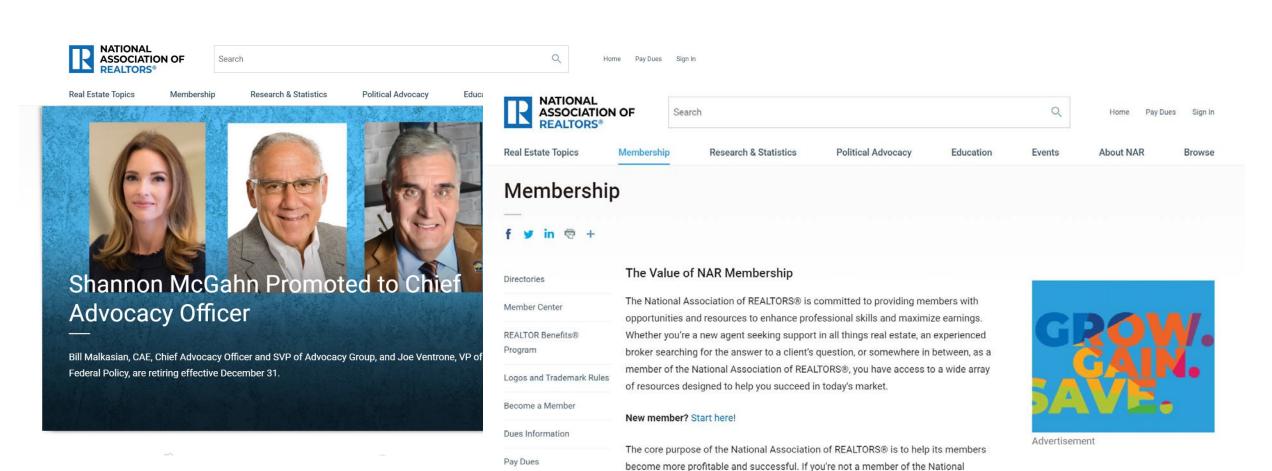
Value of Membership (NAR)



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







Association of REALTORS®, but you'd like to become one, you must first join a local

real estate association, Learn more,







REALTOR® TRADEMARK AND HOW TO USE IT



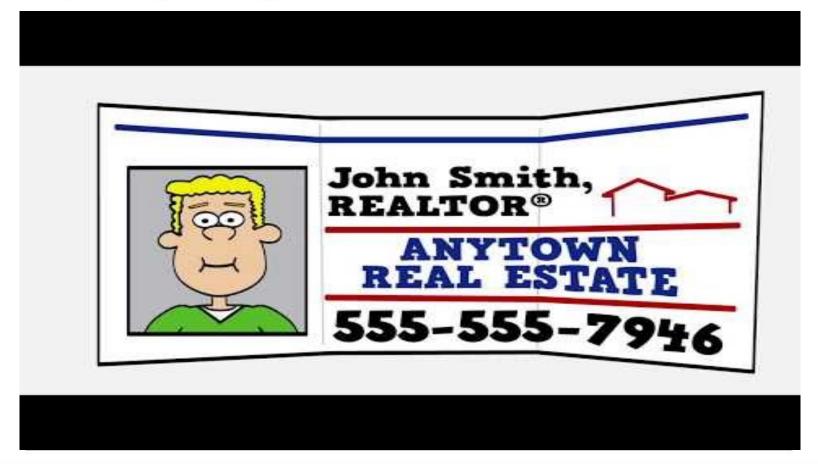




Only NAR, its members, and its Member Boards may use the MARKS.



Watch NAR's video on how to properly use the MARKS



https://www.nar.realtor/videos/make-our-marks-remarkable





FIVE KEY FACTS REALTOR® = Member of NAR

The term REALTOR® should never be used as a substitute for "real estate agent."

Non-members may not use the REALTOR® marks.

Design standards for REALTOR® marks must be followed.

Members can use the REALTOR® trademarks, with limitations.

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







WHAT IS NOT ALLOWED: **ADJECTIVES**



SOCIAL MEDIA

eluxuryrealtor on Facebook, Instagram, Twitter, Pinterest, TikTok

E-MAIL

bobthebestrealtoregmail.com

WEB DOMAINS

www.neighborhoodrealtor.com

SUNBIZ

Realtor Services, Inc.







WHAT IS NOT ALLOWED: **PLACES**

SOCIAL MEDIA

erealtorofsouthflorida on Facebook, Instagram, Twitter, Pinterest, TikTok

E-MAIL

karenemiamibrowardrealtor.com

WEB DOMAINS

www.miamisbestrealtor.com

SUNBIZ

Miami Realtor Services, Inc.









YOUR NAME, PUNCTUATION, **REALTOR®**

Nancy Fernandez, REALTOR®

SOCIAL MEDIA

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

E-MAIL

nancyfernandezrealtor@gmail.com

WEB DOMAINS

www.nancyfernandezrealtor.com







QUESTIONS?

NAR MEMBERSHIP MARKS MANUAL:

www.nar.realtor/membership-marks-manual/introduction-to-trademarks

NAR TRADEMARK PROTECTION PROGRAM:

www.trademarkerealtors.org

MIAMI REALTORS®:

Evian White De Leon, Esq., Chief Legal Counsel (evianemiamire.com)
Leslie Fernandez Rosales, Senior VP of Business Development (leslieemiamire.com)





Florida Realtors (www.floridarealtors.org)



- Founded in 1916 with 68 real estate brokers
- Largest trade association in Florida
- Florida Realtors has grown to become the largest trade association in the state with more than 187,000 members and the third-largest Realtor organization in the country.
- Headquarters in Orlando and legislative offices in Tallahassee







The Value of Membership (FR)



- Real estate news and legal updates
- FR Legal Hotline attorneys answer questions about real estate license law, related real property issues and offer legal interpretations of the Florida Realtors/Florida Bar contract and other standard business forms and contracts.
- Florida Realtors Tech Helpline helps Realtors keep their computers up and running free! From installing new hardware to troubleshooting. They also support Form Simplicity, MLSAdvantage and IDX.
- Essential legal binding real estate forms and signature transaction management tools for free via <u>Form Simplicity</u>.
- In-depth and up-to-date housing market research and inforgraphics.











Search

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TOOLS & RESEARCH LAW & ETHICS EDUCATION EVENTS · Home Tools & Research Tech Helpline













Home > Membership

MEMBERSHIP

UPDATED ON JUNE 26, 2020

All About Florida Realtors M

A quick look at what membership offers an of our organization.

TECH HELPLINE

















- The MIAMI Association of Realtors was chartered by the National Association of Realtors in 1920 and is celebrating 101 years of service to Realtors, the buying and selling public, and the communities in South Florida.
- MIAMI represents over **50,000** real estate professionals In Florida MIAMI members represent 25% of the realtors.
- Comprised of six organizations, the Residential Association, MIAMI REALTORS Commercial, the Broward MIAMI, A Division of MIAMI REALTORS, JTHS-MIAMI, a Division of MIAMI REALTORS in the Jupiter Tequesta Hobe Sound area, MIAMI REALTORS YPN, our Young Professionals Network Council and the award-winning MIAMI REALTORS Global Council
- Knowledgeable, engaged professionals
- Timely, valuable training & education
- GREAT CUSTOMER SERVICE





- Your Membership includes access to over 225 Products and Services From Big Data to International Exposure to CRM, Our products and services will help you improve your respective real estate business.
- Professional Development and Government Affairs As the Educated Choice, MIAMI is dedicated to providing its members with access to premier professional development, including over 600 seminars, events, and certification and designation courses annually.
- Community and Private Property Advocate
 MIAMI, known as The Voice for Real Estate, vigorously advocates for private property rights thereby benefiting MIAMI members, property owners, and the local communities at large.
- Locations 7 and soon to be 8 in Covering South Florida!





7 (Soon to Be 8) Offices To Serve You



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



West Broward | Sawgrass

Sawgrass International Corporate Park 13680 NW 14th Street Sunrise, FL 33323



Northwestern Dade

415 West 51st Place Suite 200 Hialeah, FL 33012





JTHS REALTORS ASSN

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



20803 Biscayne Boulevard Suite 420 Aventura, FL 33180



MIAMI HQ

700 South Royal Poinciana Boulevard Suite 400 Miami, FL 33166



Coral Gables

245 Alcazar Avenue Coral Gables, FL 33134







MIAMI HO

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



Coral Gables

245 Alcazar Ave. Coral Gables, FL 33134



Northwestern Dade/Hialeah

415 West 51st PL., Suite 200 Hialeah, FL 33012



<u>Aventura</u>

20803 Biscayne Blvd, Suite 460 Aventura, Fl 33180



7 office Locations

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







West Broward

13680 NW 14th Street Sunrise, FL 33323



Northeast Broward

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









JTHS MIAMI

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











POWER | A | YPN

MIAMI YPN provides...

- Chances for Leadership & Influence
- Speaking & Training Opportunities
- Education & Inspiring Events
- Entertainment & Connections
- Community Outreach







Follow YPN Instagram - @miamiypn

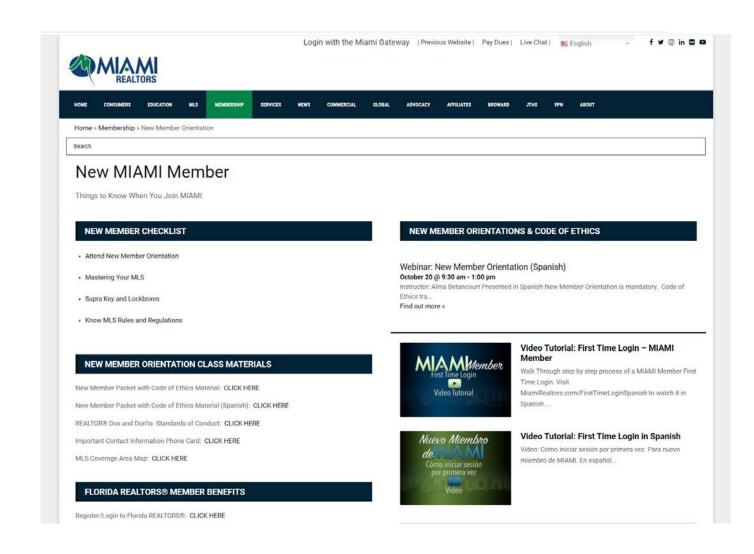




Orientation

MIAMIRealtors.com/orientation

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







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







Visit MIAMIRealtors.com/services

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

All Things Real Estate Begin with MiamiRealtors.com





Power of MIAMI - Services

NEW FREE FROM MIAMI Page - miamirealtors.com/freefrommiami

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









MIAMIRealtorsLIVE.com





- We've VIRTUALLY Got You Covered
- Hundreds of Pre-Recorded Webinars Watch Anytime, Anywhere
- With Live Local & National Instructors

MIAMI Trainers - YouTube



- YouTube.com/miamitrainers
- Playlists Covering your Products and Services
- Free Technology Training
- Always New and Updated videos
- Available in English and Spanish
- Always More...





MIAMI TRAINERS











Robert Rodriguez, TRC Senior VP of **Technology Services**



Connie Nieto Senior Instructor of **Technology Services**



Maggie Curiel Instructor of **Technology Services**



Christy Denys Instructor of **Technology Services**

- Your MIAMI Trainers 4 Full Time **Technology Instructors**
- Classes in English and Spanish
- 225+ Products and Services
- Free Training Courses currently via zoom
- Learn to use and prepare the MLS, Use Form Simplicity, Navigate and prepare your social media for business and MORE
- E-mail: Trainers@miamire.com

MiamiRealtors.com/Trainers





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

2 Access Points to **Gateway to Single Sign On Services**





Miami Gateway

Your MLS login and dashboard to all your MIAMI Products &

Palm Beach County Total Home Sales and Prices Rise in 1Q 2020; 1Q Market Performance Reflects Solid Market Fundamentals and Robust Demand

MIAMI - Palm Beach County total home sales increased year-over-year in 1Q 2020, according to the MIAMI Association of Realtors...

Broward Total Home Sales and Prices Rise in 10 2020; 1Q Market Performance Reflects Solid Market Fundamentals and Robust Demand @ May 12, 2020

Broward County total home sales and prices increased year-over-year in 10 2020, according to the MIAMI Association of Realtors (MIAMI)

FEATURED EVENT



What REALTORS Need to Do to Reopen on Monday

May 15, 2020 - 4:00 PM Miami-Dade County Mayor Carlos Gimenez released guidelines yesterday and announced today that we will...

UPCOMING EVENTS & CLASSES

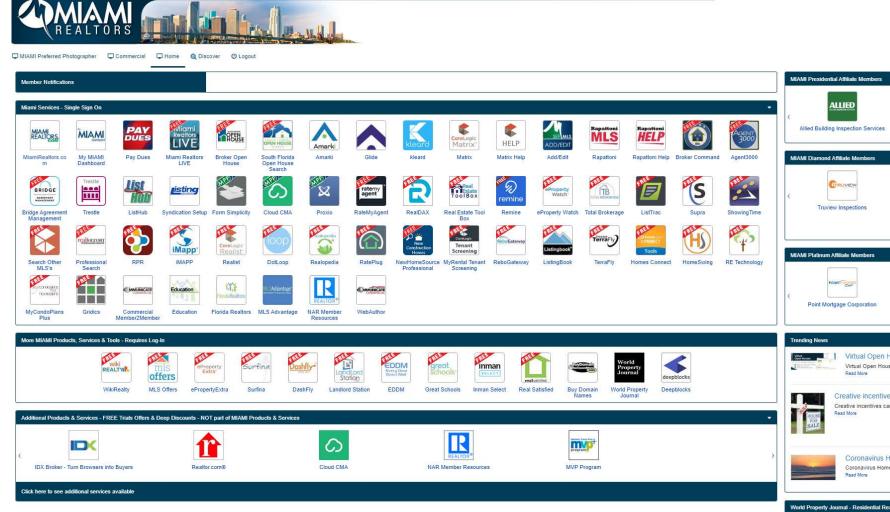
Video Tutorial: MLS 401 Add/Edit Listing Maintenance

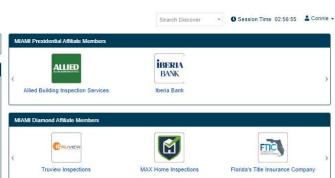




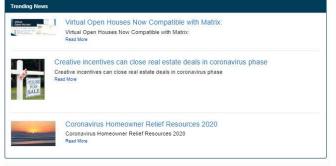
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Live Chat















Your MLS Options

Matrix[™] X



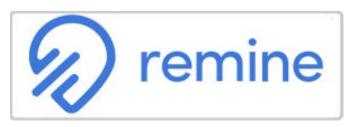








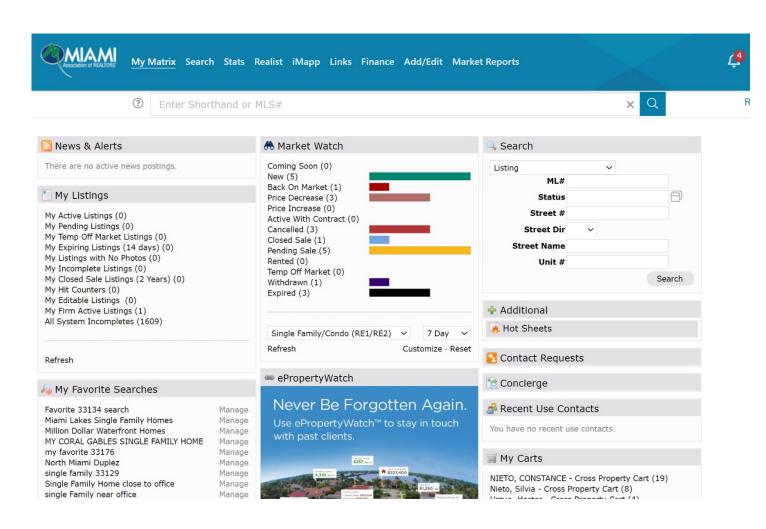








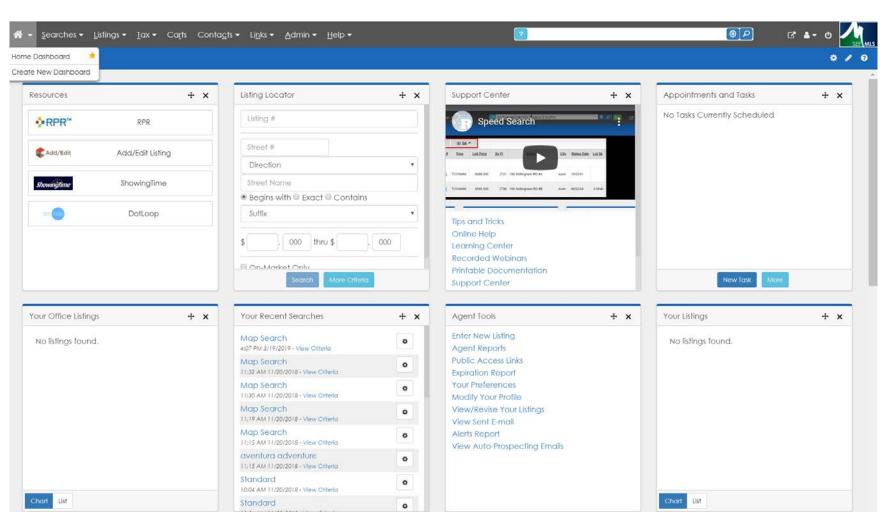














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Engage

Docs Docs

Contacts

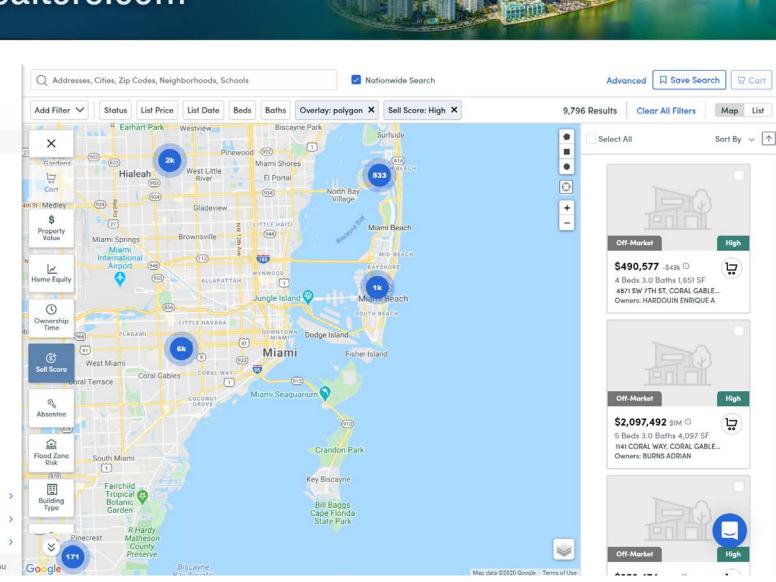




MIAMI Members have access to Remine Pro

- **Predictive Analytics**
- **Prospecting and Farming**
- MLS Search
- Nationwide Search
- Tax Detail
- CMA reports

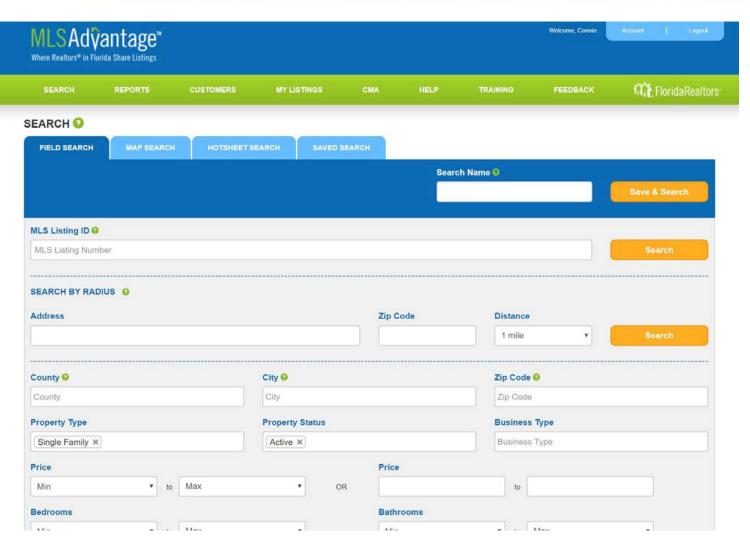
Join us for a Remine Pro, Prospecting and Farming, and Virtual Presentation of Your Listings Course!





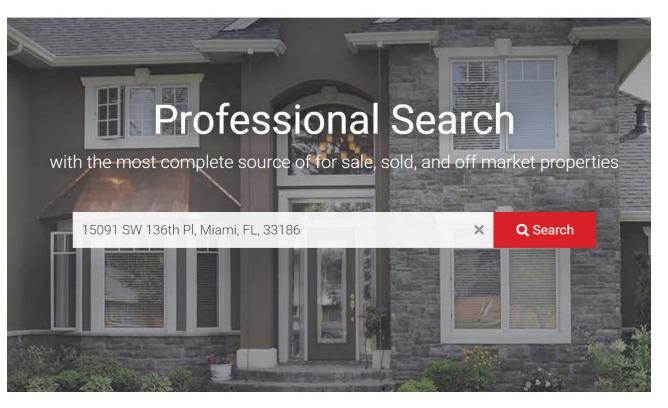


MLSAdŷantage™ Where Realtors® in Florida Share Listings









FUN FACTS:

17% more consumers found their agent on realtor.com than Zillow.com 133% more consumers found their agent on realtor.com than Trulia.com 250% more consumers found their agent on realtor.com than homes.com







Realist®













Easily integrated into every aspect of your business:

- Winning listing presentations
- Results-oriented farming strategies
- Decision-prompting buyer tours
- Successful open houses

Anytime, anywhere narrpr.com







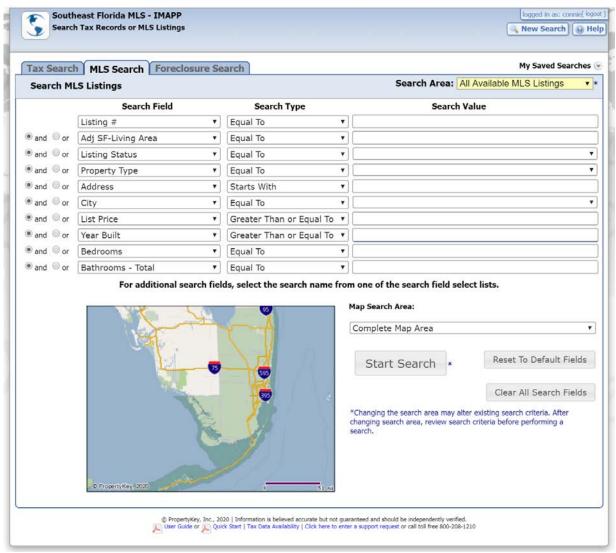
Grow and brand your business with this innovative, all-important REALTOR® benefit











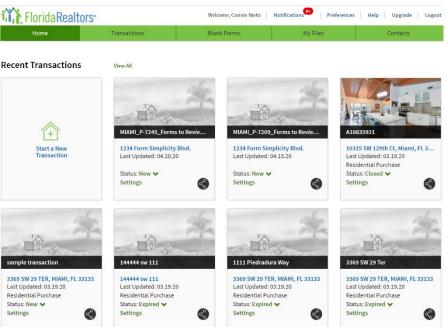






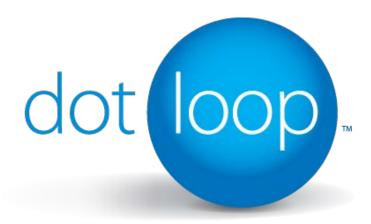
transactions. made simple. finally.

- Access to a library of online, downloadable forms which are always up-to-date.
- Create, edit, download, print and email forms to customers
 Populate your forms with data from your association's MLS database and or Import tax data records.
- Web-based, no software to install. Develop standard forms packages for planne
- Easily add clauses to a form. Upload and store customized files, documents and photos.
- Store transactions online, access anytime (50 MB of included storage with the Professional Edition).









Where Deals Get Done™

- Fully Paperless Transactions with E Signatures!
- All Florida REALTORS Forms are fully integrated
- Allows agents, buyers and sellers to complete the transaction process from offer to close, all in one place.
- Any change requires new signatures

685,924 **Professionals**7,422,781 **Buyers & Sellers**

The first online software that allows real estate agents, buyers and sellers to complete the transaction process from offer to close, all in one place.



miamirealtors.com



Mobile Agent















Mobile Device Access is a Must for a REALTOR. Working on the go and being able to access property information and share with your customers is key to success. – INMAN Article









inman SELECT **Be Smart About Real Estate**MIAMI Members: **FREE** \$199/YR.

inman SELECT



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





- 4 Part Social Media Course
- **Industry Specific Facebook Business Page**
- **Business Instagram Account**
- LinkedIn Profile
- **Lead Generation Techniques**
- & More







Essential Marketing Tool



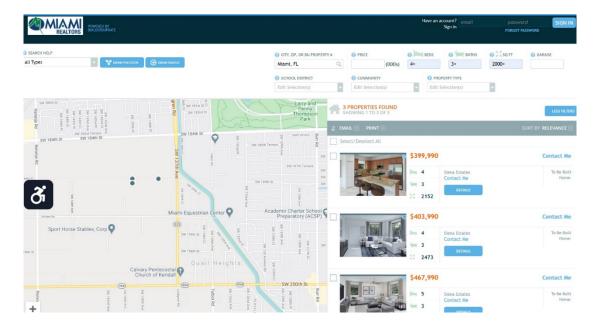
- Unlimited Landing Pages
- Easy-to-use Social Media Tools
- Beautiful Custom Flyers in under 30 seconds
- Single Property Websites with 1 click
- Craigslist HTML Code for Beautiful Ads in seconds
- QR Codes
- Sign Riders
- Graphs (linear regression scatter plot, sales volume, average DOM, listing inventory)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

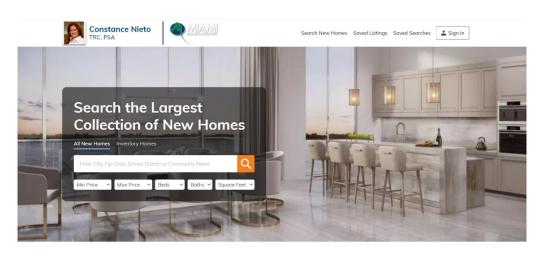


Services that provide FREE access to New Homes

Builders Update & New Home Source Professional

- Easy to use and share
- New Home Search in your Area
- Work with the Sales Office contact information provided
- Protect your commission using patented electronic buyer registration tool
- Create a free lead generation tool for your website





Popular New Home Construction Searches

Nearby Cities	Nearby Counties	Nearby Zip Codes	Features & Amer
,	,	33187	
Miami	Miami-Dade		Green Features
Homestead		33177	Pool
Naranja		33030	Golf Course
Florida City		33170	Gated Communi
Doral		33190	Parks







member login

unit search

MLS Listing Detail

MLS Number:	M1423245
Status:	Active-Available
Unit Number:	PH-A
Building Name:	THE GABLES CLUB
Building Address:	10 EDGEWATER DR, Coral Gables, Miami-Dade, Florida 33133
Unit Size:	3,830 sq ft
Bedrooms:	3
Full Bathrooms:	5
Half Bathrooms:	0
Parking Spaces:	0
View:	Bay,Ocean View,Water View
List Price:	\$4,200,000 (\$1,097 PPSF)
Valuated Price:	\$4,220,000 (\$1,102 PPSF)



Building Information

Floor Plan



Buy Floor Plan

Download PDF Report

Building







ePropertyWatch



Monthly Report | Home Value Neighborhood Activity | Market Trends





MIAMI Global



Internation Events News

2020 Secovi

Dates: 24 - 27 Aug, 2020

Australia Albania Angola Antigua Austria Argentina Bahamas Barbados ... Brazil Bolivia Canada China Costa Rica Dominican Republic Chile Colombia Ecuador El Salvador France Germany Greece Guatemala Haiti India Italy Japan Israel Jamaica Liberia Mexico Netherlands Nicaragua Paraguay Peru Philippines Portugal Puerto Rico Russia Spain Surinam Sweden Switzerland Trinidad Turkey Ukraine United Kingdom Venezuela Middle East countries Uruquay

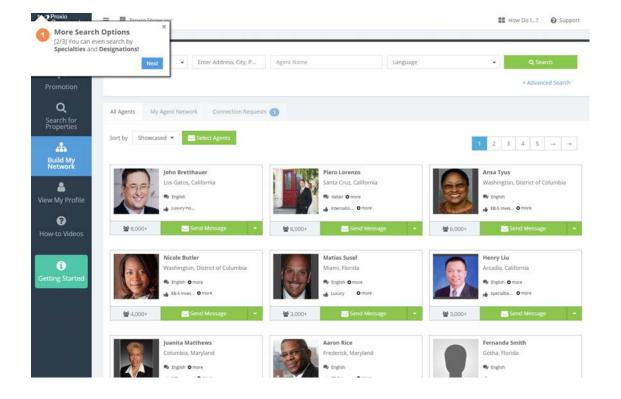


miamirealtors.com



International Products – MLS & Referral Systems







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









Access and register for our classes and seminars at one of our eight locations in.



Benidorm, Spain Benidorm, Spain + Google Map

Inmocionate | Benidorm, Spain | June 4-5 | https://www.inmocionate.com Find out more -

Virtual: Commercial Marketplace

Instructor Evian White De Leon Virtual Commercial Marketplace Thursday, June 4 9:00 am until 10:30 am With businesses reopening it is important to understand guidelines that ensure safety for owners, employees and clients. Several organizations have published protocols and advice for reopenin. Find out more -

Webinar, New Member Orientation

June 4 @ 9:30 am - 1:00 pm

Instructor: Michelle Roias Webinar New Member Orientation is mandatory. You will be introduced to our staff, programs and services that are offered to you as a member. Please be on time. Mandatory Code of Ethics training will be included in this session. Download your Ne

Find out more -

Webinar: Matrix 201 - Search, Find and Customize

Instructor: Christy Denys Customize your information and client portal with portal greeting Search using maps, area numbers, multiple addresses, saved searches, grid view customizing columns, hot sheets; market watch Find out more -

Webinar: Homesnap - What are the pros using that you're not?

Learn about the Homesnap tools the pros are and you're not using: Heatmaps, Walk the

MIAMI Education and Professional Development

- Offering over 4,000 MIAMI Seminars with over 85
- Our Education Team Provides an excellent selection of courses suited to Realtor Success – Visit the calendar and register
- Designations and Certifications Earning one or more designations continues to make a difference in REALTOR® earnings. Based on 2013 NAR survey data, the median income of REALTORS® without a designation was \$33,500 and the median income of those with at least one designation was \$61,100: a difference of \$27,600. (Source: 2013 NAR Member Profile)







MIAMI Plantinum Plus Subscription

\$179 per year

Includes Access to a Suite of Services

- Form Simplicity Ultimate Edition
- Cloud CMA
- **Proxio Premier Agent**
- RealDax
- Access to second MIAMI MIS
- One Free NAR Designation Course

Visit miamire.com/platinumplus for details







SUPRA

- For details visit miamirealtors.com/supra
- email supra@miamire.com to coordinate
- Download the app on your cell phone by searching supra eKey

AGENT ALERT

Send an alert notification with your Supra® eKey

NEW! REALTOR SAFETY SERVICES











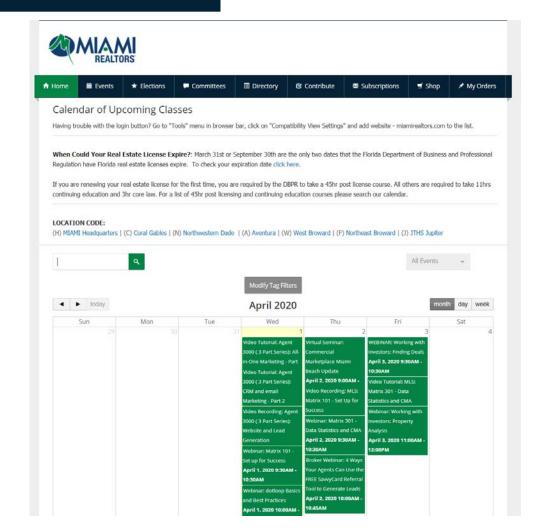


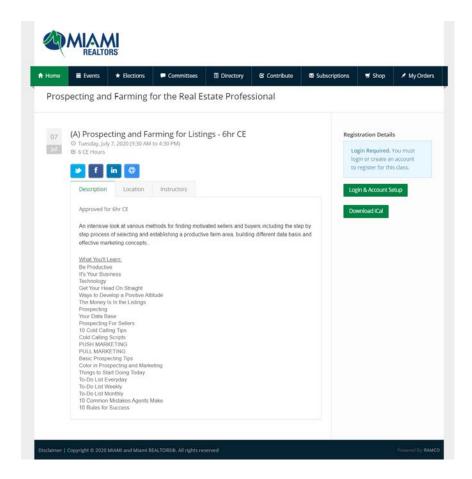


#MiamiRealtors100 | That's Who We R



UPCOMING EVENTS & CLASSES



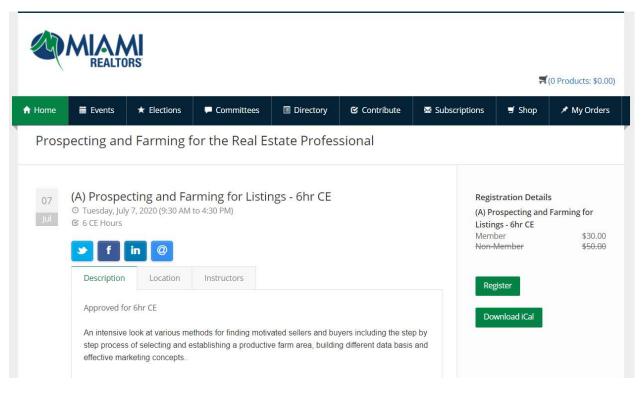




#MiamiRealtors100 | That's Who We R









Listing: Available for Lease - 4,800+ SF of Corner Retail Space in Wynwood



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

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

MiamiRealtor.com/Commercial



#MiamiRealtors100 | That's Who We Are





Commercial Marketplace



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

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

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

No cost to members but please register



The First Thursday of Every Month

Time: 9:00 AM until 10:30 AM

Location: MIAMI Headquarters

Email Paul at <u>paul@miamire.com</u> to confirm location

Cost: FREE for Members

\$10 for Non-members

To reserve a space please register at miamirealtors/calendar



Miamirealtors.com/commercial Facebook.com/MiamiCommercialRealtors @MIAMICommREi Instagram: miami commercial

Promote your Haves and Needs

Dade Broward & Palm Beach

Always FREE for MIAMI members

Three times a month

Also, LIVE on Facebook!

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MIAMI Association of REALTORS®

6 Locations to Serve You:

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





Learn and earn your way to the **2020** MIAMI Commercial Certificate by attending core curriculum and electives.

Earn points today by attending monthly networking opportunities, leasing classes or commercial workshops. You just need to earn 30 points in a 12 month period.

The process is simple, look for the red points symbol on promotions and keep track of your points throughout the year.

Required Curriculum & Major Events

Feb 18	(H)	Commercial Letter of Intent	3
Feb 25	(C)	Commercial Addendums	3
Mar 1	(W)	Commercial Letter of Intent	3
Mar 17	(A)	Commercial Core Law	5
Mar 17	(C)	Commercial Core Law	5
Mar 19	(A)	Commercial Contracts: Don't Work for Free	3
Apr 7	(C)	Tom Dixon Series, Part 1	3
Apr 14	(C)	Tom Dixon Series, Part 2	3
Apr 21	(C)	Tom Dixon Series, Part 3	3
May 13-14	(H)	Income Property Analysis	8
May 15	(H)	Advanced Property Analysis	6
Sep 15	(F)	Commercial Core Law	5
Sep 15	(H)	Commercial Core Law	5
Sep 25	(0)	Commercial Conference	6

Monthly Education, Seminars & Trainings

Jan 21	(H)	SF Commercial MLS and M2M Update	3
Jan 29	(W)	SF Commercial MLS and M2M Update	3
Feb 4	(H)	Beacon Council Information Session	3
Feb 18	(J)	Jupiter Business Update with Dorothy Jacks	3
Mar 4	(A)	Understanding Zoning and How it Works	3
Mar 17	(C)	Ultimate Commercial Real Estate Investment	5
Mar 18	(A)	Ultimate Commercial Real Estate Investment	5
Mar 26	(H)	Unlocking the Secrets of Commercial Investments	3
Mar 26	(W)	Unlocking the Secrets of Commercial Investments	3
Apr 28	(C)	Tom Dixon Negotiations	3
Oct 7	(H)	Unlocking the Secrets of Commercial Investments	3
Oct 7	(F)	Unlocking the Secrets of Commercial Investments	3

Bonus: Attend 4 & earn 15 points

Bonus: Attend 4 & earn 15 points

Commercial Marketplace

Three Times a Month!

The first Thursday of each month in (H) Headquarters
The second Thursday of every month in (F) Northeast Broward
Each Marketplace is worth 1 point
Attend 4 and earn 5 points
(Please check the calendar to confirm dates and locations)

NEW If you have earned the Certificate in the past 5 years and would like to earn it again without having to take the requirements, just earn 20 points in a calendar year.

Earn The Certificate Quicker! Earn 3 points at any of the <u>FREE training classes</u> including: Commercial MLS, Commercial IMAPP, Commercial RPR & Commercial Investment Analysis. Look for the 3 point seal!



Specialize in Commercial

MIAMI Commercial Certificate Program

Attend commercial education, events, training and networking to earn the Certificate and impress your buyers, sellers, landlords, tenants and investors.







Paul Cauchi, Chief of Commercial: paul@miamire.com

Eileen Cardelle, Vice President, Broker Relations: eileen@Miamire.com















- New Member Orientation page miamirealtors.com/orientation
- Membership membership@miamire.com
- Education miamirealtors.com/education
- Services miamirealtors.com/services
- News www.sfmarketintel.com
- MLS miamirealtors.com/mls
- Trainers trainers@miamire.com
- Code of Ethics https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/code-of-ethics-training-selection
- Always MORE with MIAMI! THANK YOU FOR BEING A MIAMI REALTOR



