



Florida Realtors® CEO Margy Grant



Realtor® advocacy

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An illustration on the left side of the image shows a variety of hands in different colors (blue, yellow, red, green, orange, brown, purple, pink) reaching upwards. The hands are of different sizes and are positioned as if they are all reaching towards the top of the frame, symbolizing diversity and collective action.

Have their voice heard.

Protect and promote their rights.

Have their views and wishes
genuinely considered by lawmakers
and others making decisions
that will affect their lives.



REALTOR®



Successfully Advocating For

Florida's Real Estate Market



#FloridaRealtorsWins

@FloridaRealtors

Florida Realtors



2024 Legislative Victories



\$100 million for the Hometown Heroes Housing program



\$408 million for affordable housing programs



\$230 million to help Floridians harden their homes and condominiums



\$1.2 billion for water quality and restoration projects



\$500+ million to reduce property insurance premiums statewide

More transparency in official condominium records



Increased access to HOA documents



Seller flood disclosure to inform buyers and prevent post-closing disputes



Streamlining the removal of squatters on private property



\$500K to combat unlicensed real estate activity



*Pending Approval By The Governor



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CLEAN UP FLORIDA WATERS



Business Rent Tax

cut from 4.5% to 2%



FloridaRealtors
The Voice for Real Estate in Florida



FLORIDA REALTORS® PAC

Invest In Your Profession

\$5M+ raised statewide

364 Major Investors

35% participation rate; goal is 37%

statewide as of 6/30/24



FLORIDA REALTORS® PAC

Invest In Your Profession

\$1.49M raised (Miami only)

47% participation rate

as of 6/30/24



Legislative Advocacy Training



Legislative Advocacy Training

Legislative Alerts & Updates





Legislative Advocacy Training
Legislative Alerts & Updates
Great American Realtor® Days



Legislative Advocacy Training
Legislative Alerts & Updates
Great American Realtor® Days
Candidate Screenings &
Endorsements



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Legislative Alerts & Updates
Great American Realtor® Days
Candidate Screenings &
Endorsements
Market Data & Analysis



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Great American Realtor® Days
Candidate Screenings &
Endorsements
Market Data & Analysis
Calls for Action

Pent-Up Sellers Cannot Wait Any Longer

What Happens over 2 Years?

- **7 million new-born babies**
- **3 million marriages**
- **1.5 million divorces**
- **7 million turn 65 years old**
- **4 million deaths**
- **4 million net new jobs**
- **50 million job switches**

florida

ranks #1 in US in new business applications

ranks #2 “Best States to Do Business” by *Chief Executive Magazine*

ranks #4 in US for business tax climate



florida

GDP = \$1.62T as of 4Q 2023 - up 5% YoY

ranks **#1** economy in US, **#2** in growth & **#7** in employment
by *US News & World Report* - 2024

job growth in 2023 averaged 1.1% higher than US;
222.2K jobs created YoY in May 2024 = 2.2% growth YoY

statewide unemployment rate 3.3% in May,
better than 4% U.S. Enemployment rate



florida

An illustration of a family walking away from the viewer on a sandy beach. A man in a white t-shirt and teal shorts is carrying a young girl in an orange tank top on his shoulders. They are holding hands with a woman in a green tank top and dark shorts. The background shows a blue ocean and a light blue sky with white clouds.

12.1K new housing starts in April 2024,
up 29% YoY

69.7% homeownership rate in 1Q 2024

2% annual population growth,
highest among 50 states

1.1K net new Florida residents daily

#Homegrown2024
#FloridaRealtors
#FloridaRealtorsConvention



FLORIDA REALTORS®
CONVENTION & TRADE EXPO

AUG. 21-22 // Rosen Shingle Creek, Orlando

Register Now! floridarealtors.org/convention



FloridaRealtors®
The Voice for Real Estate® in Florida

A man with a beard and a woman are walking hand-in-hand in front of a colorful mural. The man is wearing a brown button-down shirt and black pants. The woman is wearing a green floral blouse and blue jeans. The mural behind them depicts a neighborhood scene with houses, trees, and people. The text '2024 Convention Keynote Speakers' is overlaid on the left side of the image.

2024 Convention
Keynote Speakers

**ERIN & BEN
NAPIER**

HOME-TOWN



AUGUST 21 // 1:30 p.m.
Rosen Shingle Creek, Orlando

Be there as 2024 Florida Realtors® President Gia Arvin shares the stage with the stars of HGTV's *Home Town*. Don't miss the down-to-earth duo's answers to President Gia's questions on... being wildly successful entrepreneurs, their passion for helping create homes people love, the impact pride in homeownership has on communities and much more.



#Homegrown2024
#FloridaRealtors
#FloridaRealtorsConvention

2 DAYS
TOO
Good
TO MISS

**FLORIDA REALTORS®
CONVENTION & TRADE EXPO**