











Antitrust Policy

The MIAMI Association of REALTORS® adheres to a strict policy of compliance with both federal and state antitrust laws. As such, any discussions or activities with potential anti-trust implications, including but not limited to commission price fixing, market allocation, customer allocation, bid rigging, or boycotts, are strictly prohibited. MIAMI REALTORS® strongly endorses a competitive marketplace, ensuring that competitors have the freedom to engage in business without artificial restrictions on competition.

La Asociación de REALTORS® de MIAMI se adhiere a una estricta política de cumplimiento con las leyes antimonopolio federales y estatales. Como tal, cualquier discusión o actividad con posibles implicaciones antimonopolio, las implicaciones, incluyendo pero no limitándose a la fijación de precios de comisiones, la asignación de mercados, la asignación de clientes, la manipulación de ofertas o los boicots, están estrictamente prohibidas. MIAMI REALTORS® apoya firmemente un mercado competitivo asegurandose que competidores tengan la libertad de participar en negocios sin restricciones artificiales a la competencia.



Things to Know....

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





Levels of Association Membership

National level

National Association of REALTORS®, (NAR)

State Level

Florida REALTORS®, (FR)

Local Level

MIAMI REALTORS®











Member Benefits How to Join Dues Membership Information





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

Value of Membership (NAR)



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





REALTOR® TRADEMARK AND HOW TO USE IT









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

@luxuryrealtor on Facebook,
Instagram, Twitter, Pinterest,
TikTok

E-MAIL

bobthebestrealtor@gmail.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

karen@miamibrowardrealtor.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







Trademark Resources

NAR Logos & Trademark Rules



NAR Trademark Use on Social Media



NAR Trademark Protection Program



NAR Limitations on License to Use the Marks

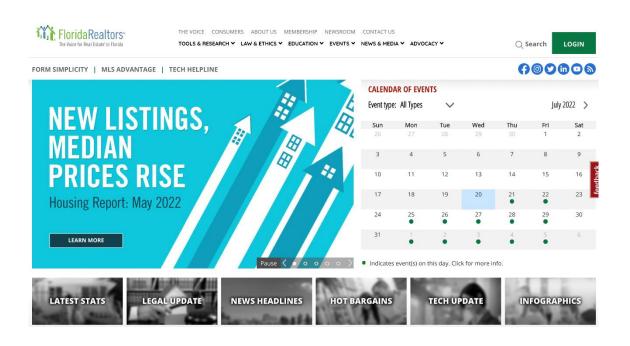


Trademark Questions?

Email <u>trademark@miamire.com</u>



Florida REALTORS® (www.floridarealtors.org)



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



The Value of Membership (FR)

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











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



- Your Membership includes access to over 200 Products and Services From Big Data to International Exposure to CRM, Our products and services will help you improve your respective real estate business.
- Community and Private Property Advocate
 MIAMI, known as The Voice for Real Estate, vigorously advocates for private property rights thereby benefiting MIAMI members, property owners, and the local communities at large.
- Locations 6 in Covering South Florida!



ASK LEGAL!

legal@miamire.com



EVIAN
White De Leon, Esq.
Chief Legal Counsel & COO



ELIZABETH Soto, Esq.Associate Legal Counsel



RPAC

Miamirealtors.com/rpac
Invest in your profession today









New Global Headquarters



Northwestern Dade Office



Aventura



6 office Locations

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









BROWARD LOCATIONS



West Broward - Sawgrass

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



Southeast Broward – Hollywood

1 Oakwood Blvd., Ste 175 Hollywood, FL. 33020...







JTHS MIAMI

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



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Follow YPN
Instagram - @miamiypn
It's FREE! Costs Nothing to Join!



MIAMI YPN provides...

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







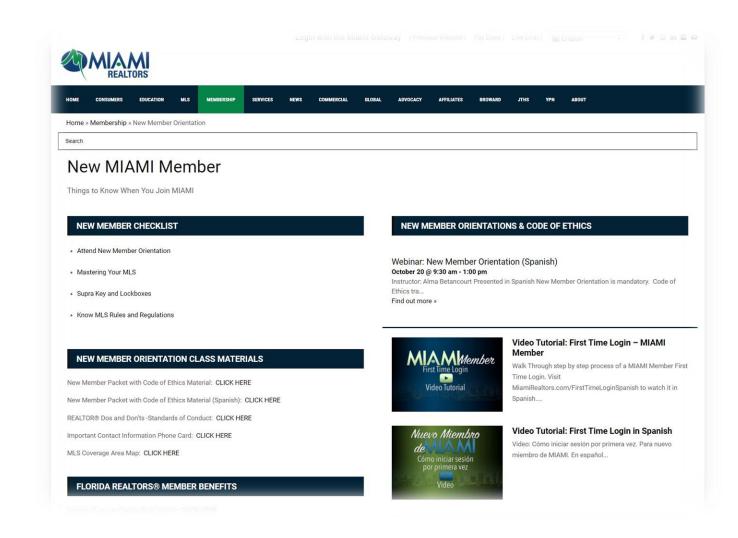


Orientation

miamirealtors.com/orientation

- New member login
- New member checklist
- Orientation Class Materials
- Trademark links







Visit MIAMIRealtors.com/services

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







Education

Pathways to Success

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





Licensing Courses offered by MIAMI

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



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



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



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



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



Interested in becoming a Broker?

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



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

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

Power of MIAMI - Services

NEW FREE FROM MIAMI Page - miamirealtors.com/freefrommiami

- Access our more than 80 REALTOR® Products and Services FREE For MIAMI Members. From Big Data to International Exposure to CRM, our products and services will help you improve your respective real estate business.
- Join us for the FREE From MIAMI Series of Classes

REALTORS







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

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

Login with the Miami Gateway



MLS & Legal

MAMI

ZOOM | IN-PERSON:

MIAMI MEMBERSHIP RENEWAL

VIEW LISTINGS









PROPERTY TYPE 949 Any Price All Property Types

lombia is Top Foreign Country Searching Miami

al Estate

MI - Colombia again registered the most global web searches for th Florida real estate in August 2024, according to... AMI Realtors and Solid Earth Partner to Launch

vard-Winning Dashboard to Help Realtors Better rve Their Clients

UPCOMING EVENTS & CLASSES

(ZOOM) ABR: Accredited Buyer Representative -September 26 @ 9:00 am - September 27 @ 5:00 pm

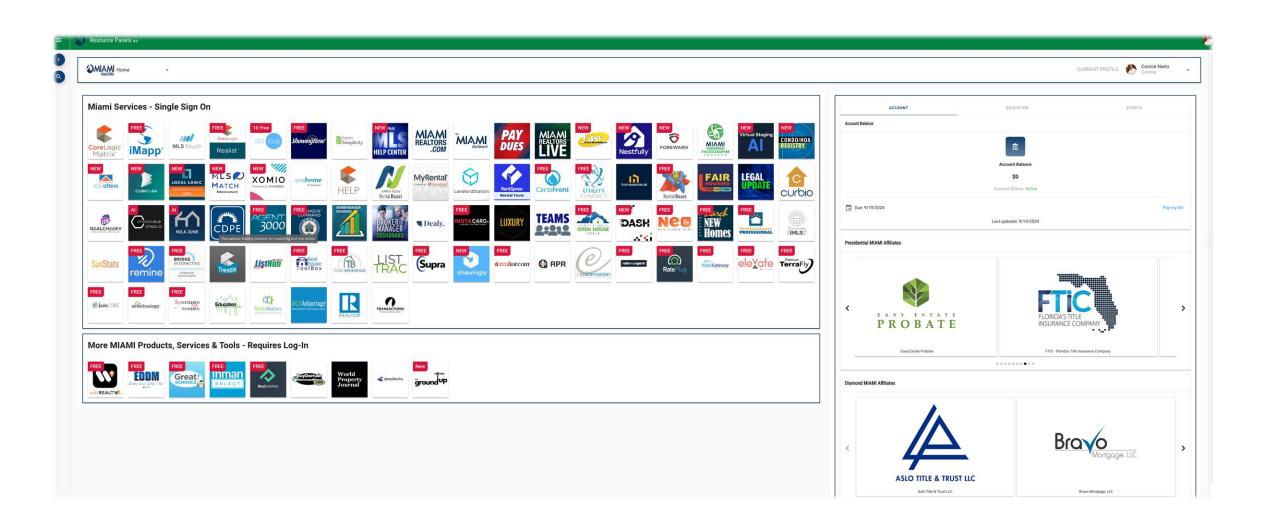
West Broward Sawgrass Office 13680 NW 14 St Sunrise, FL 33323 United States + Google Map

Instructor: Cynthia DeLuca This class is virtual via Zoom ABR: Accredited Buyer Representative Designation . Find out more »

eptember 23, 2024













Your MLS Options



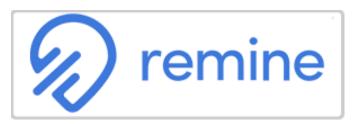










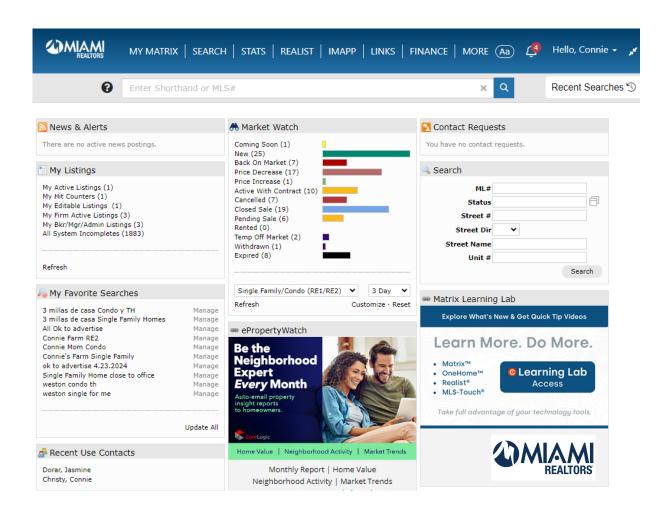












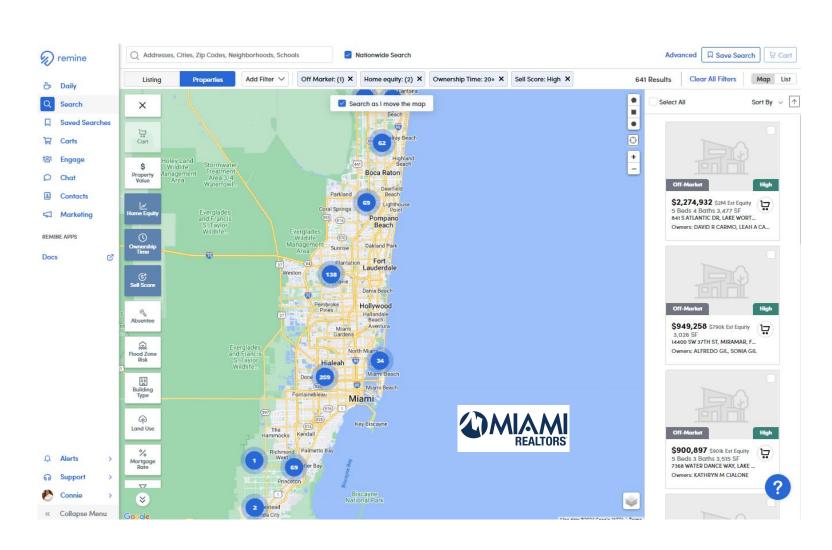




Comprehensive Intuitive Modern MLS Remine Pro

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

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



MLS Touch



Apple User



Android User







MIAMI offers 4 Tax Programs









MIAMI's TAX PROGRAMS

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

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

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

Things Remine does in addition to the above list:

- Estimated Mortgage Balance information
- Direct integration with a mailing company

WANT TO LEARN MORE?

Take a class

- iMapp Tax Roll Solutions
- Realist Tax Roll Solutions

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



Referral System & International MLS



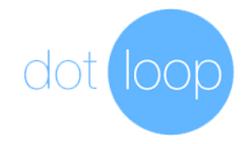


- Complimentary membership
- All your listings are now promoted on portals
- Your listings are also advertised on thousands of other agent and broker sites globally in 100+ languages with IMLS IDX searches
- Build your complimentary IMLS Agent Directory full agent profile
- Complimentary Agent Directory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





transactions. made simple. finally.



- Access to a library of online, downloadable forms which are always up-to-date.
- Create, edit, download, print and email forms to customers
 Populate your forms with data from your association's MLS database and or Import tax data records.
- Web-based, no software to install. Develop standard forms packages for planned transactions.
- 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).







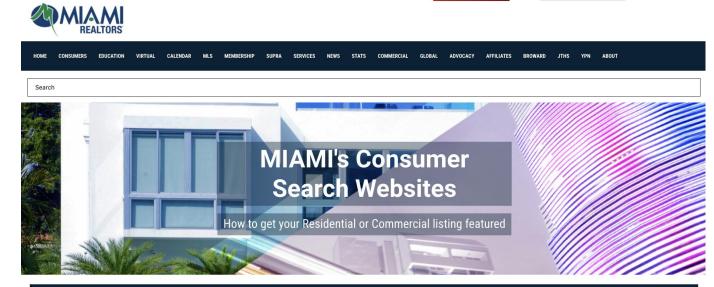






Property Showcase





HOW DO YOU GET YOUR LISTING FEATURED?



South Florida Open House Search Instructional Video – FREE FROM MIAMI!



How Do You Get Your Listing Featured



South Florida Commercial Property Search Instructional Video – FREE FROM MIAMI!





inman SELECT

Be Smart About Real Estate

MIAMI Members: FREE \$249/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









Social Media Solutions

- 4 Part Social Media Series
- Social Media Resources
- Photofy
- Business Instagram Account
- LinkedIn Profile
- Lead Generation Techniques
- & More









Essential Marketing Tool

- NEW Ok To Advertise NEW
- NEW Eve AI
- NEW 3 Listing email Templates
- NEW Brand & Market 7 Programs
- Unlimited Landing Pages
- Easy-to-use Social Media Tools
- Beautiful Custom Flyers in under 30 seconds
- Single Property Websites with 1 click
- Craigslist HTML Code for Beautiful Ads in seconds
- 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
- 4 classes for a Magnificent product!









CartoFront

- Flood Insurance Quote
- A FREE MIAMI Member Benefit
- Get accurate flood zone and estimated flood insurance options with one-click
- Click "The Raindrop" in every listing Icon Bar get results in less than 15 seconds





Hi, Miami Members!







SUPRA



How to Get Supra - Agents & Affiliates

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



Download Supra to my Phone

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



Supra eKey

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



Supra iBOXes

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



Supra Web

SupraWEB is a secure website for real estate agents and office brokers to login and...



Supra Video Tutorials

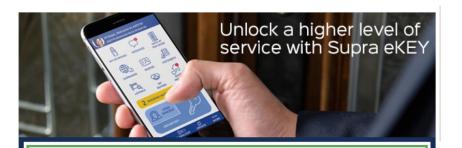
You can also find the links to all of our videos on the Supra Video...



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- Classes in English and Spanish
- 225+ Products and Services
- Free Training Courses currently via zoom
- E-mail: <u>Trainers@miamire.com</u>













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

MIAMI Trainers - YouTube

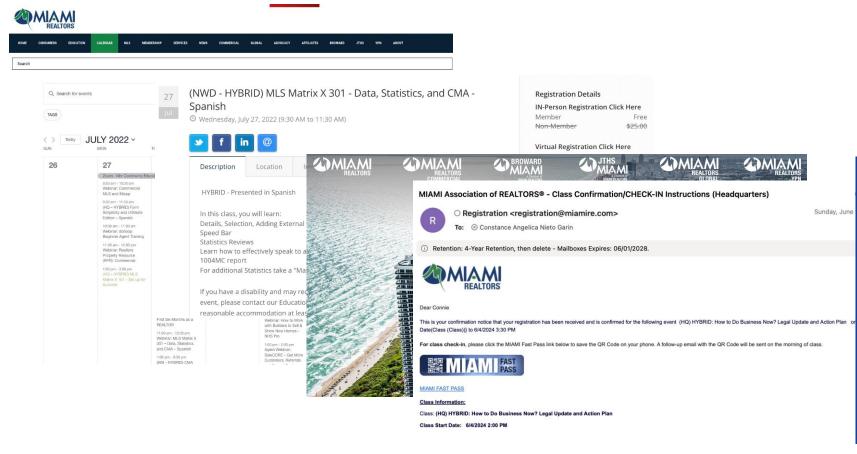


- YouTube.com/miamitrainers
- Playlists Covering your Products and Services





UPCOMING EVENTS & CLASSES

















Commercial MLS

Created for commercial Realtors by commercial Realtors, the only dedicated commercial MLS in South Florida...



South Florida Commercial Property Search

Search for any South Florida commercial property. Property types includes office, industrial, retail, multi-family, businesses,...



Member 2 Member Marketing

Member2Member emails are a free service for our MIAMI commercial members and the quickest way...



Commercial Products and Services

Expand your business with MIAMI Commercial Products and Services....



Commercial Certificate Program

Earn points today by attending contracts classes, conferences, monthly networking opportunities or commercial workshops and training....



Commercial Membership

MIAMI Commercial provides services to increase the profitability of its members, including superior educational opportunities, legislative affairs and advocacy, the...



Commercial Marketplace

The place to be to market your commercial listings and wants. Increase your business by presenting your *commercial property haves and...





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

- 5th Largest Commercial Association
- You can reach over **2,600 commercial members** with just a few clicks!
- Including the South Florida Commercial Search.
- 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



MIAMI Commercial Certificate Program







MIAMI Commercial Certificate Program



