

# Myths vs. Facts:

What You Heard vs. What's Really Going On

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**ROCK**  
the  
**MARKET**

# Florida Focus:

Myth: “The Florida real estate market is in free fall.”

- Fueled by social media, headlines, community chatter
- Social Media
- Press
- Community



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# Florida Focus: Myth vs. Reality

## Reality:

- Florida remains a place of strong opportunity
- The market follows data, not drama
- Market is adjusting - not collapsing
- You are the solution
- The Realtor® voice matters more than ever



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# National View:

## Myth:

- “The settlement will destroy the industry”
- “The 3-way agreement is dead”



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# National View: Myth vs. Reality

## Reality:

- The settlement is being implemented
- The system is adapting and evolving
- We are stronger together
- Follow the data, not the noise



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# Industry-Wide

## Myth:

- The market is crashing
- Artificial Intelligence
- Realtors® are becoming irrelevant



# Industry-Wide Myth vs. Facts

## Facts:

- AI is a resource, not a threat or an enemy
- Realtors® are still the heart of the community



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