

Myths vs. Facts:

What You Heard vs. What's Really Going On

Margy Grant, Florida Realtors® CEO



Broker VIP Luncheon and Event



Florida Focus:

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

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



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



National View:

Myth:

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



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



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



Florida Realtors® Facts = Value

- Health Plan Navigator by Venteur
- Sabal Sign
- Advocacy & RPAC
- Form Simplicity
- Tech Helpline
- Legal Hotline
- SunStats

