FAIR HOUSING IN CHANGING TIMES

TAMPA BAY FAIR HOUSING CONSORTIUM’S 18TH ANNUAL SYMPOSIUM TO PRESENT FAIR HOUSING TOPICS ON APRIL 21ST
An update from CEO David B. Bennett CMLX1, RCE, CAE

Perhaps the biggest takeaway from our trip to Great American REALTOR® Days in Tallahassee was how much work there’s still to do when it comes to real estate advocacy, and how member participation is needed more than ever. Let’s look at some of the largest topics of concern:

**Hometown Heroes Housing Program:** SB 788 would create a loan program to increase affordable housing for essential workers such as educators, health care professionals, and first responders.

**Property Insurance Costs:** Higher costs are making homeownership unaffordable for many Floridians, while driving private insurers out of certain areas of the state.

**Condominium Reforms:** In the wake of the tragedy, we urge lawmakers to seek solutions that provide greater transparency regarding the official records of community associations to ensure buyers have all the information they require.

**Help Floridians Strengthen Their Homes:** SB 1250 & HB 863 would provide a sales tax refund for building materials used to harden homes against natural disasters.

**Eliminate Florida’s Business Rent Tax:** SB 1558 & HB 6093 would eliminate a burdensome state sales tax on commercial leases.

**Support Florida’s Environment:** Supporting, at minimum, the governor’s $980 million budget recommendation for environmental programs.

**Hometown Heroes Housing Program:** SB 788 would create a loan program to increase affordable housing for essential workers such as educators, health care professionals, and first responders. See the “Who’s my representative?” section for links to county websites to search for your precinct’s office holders.

How can you get involved? Staying informed is the first step, by engaging and supporting FR’s and PRO/CPRO’s advocacy efforts. I also invite you to directly participate by contacting your representative and letting them know where you stand on these key issues. See the “Who’s my representative?” section at pinellasrealtor.org/governmental-affairs-resources for links to county websites to search for your precinct’s office holders.

CEO's UPDATE

**2022 OFFICERS**

President: Manuela Hendrickson
President-Elect: Michael Wyckoff
Secretary: Corina Silva
Treasurer: Cody Limberger
Past President: Glenn Richardson

**CPRo Chapter Chair**

Robert Barnes

**2022 DIRECTORS**

Carolyn Conner, Mark Middleton, Stephanie Joines, Xia Lin, Tom Steck, Linda Wilson, Debra McMillen, Fred Hentenberger, Alex Jansen, James Schanz

**CPRo Chapter Chair**

Chris Light, Lars Kier, Lyndle House, Barbara Battaglia, Regina Sotomayor, Mollyana Ward

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**CEOs Update**

**2022 Spotlight: CIPS Institute**

**Professional Development | 2022 Spotlight: CIPS Institute**

Grow your international real estate business! The prestigious CIPS designation will provide you with the knowledge, research, network, and tools to globalize your business. It prepares REALTORS® to service the growing international market in their local community by focusing on culture, exchange rates, investment trends, and legal issues.

April 5
Global Real Estate - Local Markets (7CE)

April 7
Asia/Pacific & International Real Estate (7CE)

April 11
Europe & International Real Estate (7CE)

April 12
The Americas & International Real Estate (7CE)

April 13
Africa and International Real Estate (7CE)

April 14
Transaction Tools (7CE)

**Info & Registration:** pinellasrealtor.org/calendar or scan this code:
January 6th, 2022 was truly a night to remember at the Birchwood in downtown St. Petersburg. The picture-perfect weather set the tone and the event’s activities couldn’t have gone more smoothly. Past presidents were honored with grateful hearts and the gavel was passed. Speakers offered uplifting messages throughout the evening, culminating in a speech by PRO/CPRO’s new president, Manuela Hendrickson, who made the point that she doesn’t only want to invite members to the party, but invite them to dance. This invitation was more than a metaphor – everyone in attendance took to the dance floor and celebrated a new year, a new board, and a renewed sense of optimism. We look forward with enthusiasm to what our new volunteer leadership can bring to the table in 2022. All members are invited to increase their engagement with PRO/CPRO and discover just how important it is to take advantage of all the resources, tools, activities, advocacy, and outreach opportunities available.
Are you originally from the Tampa Bay area? If not, where are you from and when did you relocate here?
I was born and raised in Munich, Germany. I came to St. Petersburg via Carmel, CA 30 years ago.

What is your professional background prior to real estate?
To be quite honest, I had never given Real Estate a thought. The business is done so differently in my home country, people stay in their houses much longer, and some of them get passed down from generation to generation. My original profession is that of a photographer. I have a degree in Photography and Business and used to travel all over Europe with a film company, was the house photographer for an art magazine, and enjoyed my freelance business. I got talked into the real estate business and it made more sense for Florida. It seems like a lifetime ago. In April I will have my license for 28 years.

As President of the Board in 2021, what are some things you hope to accomplish?
My main mission this year is to meet our members. I want them to know what we do at PRO/CPRO, how we support them, and what they can gain from active engagement. I want to bring back the feeling of belonging to our progressive, forward-thinking, and member-centric organization through personal interaction. We have many in-person events scheduled for this year that include members, leadership, committee chairs, and staff with the goal of re-connecting in this crazy market. In my installation speech, I said that I don’t only want to invite our members to the party - I want to invite them to dance.

What tips would you give a brand new REALTOR® just starting out in real estate?
As a new member, the hardest part for me was to realize that I was so green behind my ears and literally felt like I knew nothing. After getting out of real estate school, and being proud of my accomplishment, this realization was tough. Embrace the fact that you are entering a 2-year apprenticeship on your way to becoming a consummate Realtor, focus on 3 things that you enjoy doing, and pursue them with passion and discipline. You will have to treat your new career as a business and it will get easier once you feel comfortable in your ability and confident with your skills.

What is your favorite thing about being a REALTOR®?
The best part, for me, about being a Realtor is that our career is always exciting. No two days are ever the same, no two transactions are ever the same. We have to educate ourselves daily and always because we will become obsolete if we are not informed. We have to have a knack for dealing with different personalities, different circumstances, and different budgets. We have to be creative, overcome obstacles, be true to our word, and be authentic in our dealings. If you learn to become a knowledgeable and polite professional you will find that the Realtor community is a wonderful field to belong to.
Absorption rate estimates the rate at which active listings are selling in a given market. It’s calculated by dividing the number of closed sales by the number of active listings.

A low absorption rate means that homes are selling slowly (suggesting a buyer’s market) while a high absorption rate means that homes are selling quickly (suggesting a seller’s market).

### Single Family Homes

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### Townhouses & Condos

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Source: Stellar MLS Live Data 2/18/2022

**Need more data?**
Visit pinellasrealtor.org/stats for comprehensive monthly year-over-year reports and videos, including foreclosure and short sale figures. You’ll also find DAILY market snapshots of five Tampa Bay area counties!

Stats source: Florida REALTORS®

**January**

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**January**

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<td>2022</td>
<td>$230,000</td>
<td>998</td>
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April 21st
9:00am-1:00pm
Join us for the 18th Annual Fair Housing Symposium featuring workshops and speakers for current trending topics likely to have an impact on your work. Here are some main topics you can look forward to:

- Selling and Renting Affordable Housing - Challenges and Opportunities in the Tampa Bay Region.
- Assistance Animals and Housing
- Familial Status and Housing
- Is It, or Is It Not Discrimination?

We will also be awarding our annual student art contest winners!

Registration is now open!

Selling and Renting Affordable Housing - Challenges and Opportunities in the Tampa Bay Region.

Assistance Animals and Housing

Familial Status and Housing

Is It, or Is It Not Discrimination?

Every REALTOR® needs a professional online presence to show they mean business!

Some of you may know me and some of you may be meeting me for the first time. My name is Daniel Cote and I build websites for PRO/CPRO members and REALTORS® around the country. I’ve helped literally hundreds of REALTORS® build their online presence and the most successful ones are the agents that market themselves to potential clients. The first step is making a great first impression with an attractive and engaging website. To make the process of getting a website created as effortless as possible, I’ve built responsive mobile-ready website templates that are ready for your content. The homepage of a PROSite consists of your bio, your featured listings and any testimonials or Google Reviews you may want to include. Every REALTOR® needs an online presence, it’s your first impression with a potential client and needs to look professional.

PROSites has partnered with Showcase IDX (a premium IDX provider) to allow website visitors to browse real estate properties directly on your website. Users can save their favorite listings and also search with friends and family by inviting them to search with them for a property, this is a unique feature of Showcase IDX. It allows for family to search together for a property, each person registers as a user on your site and then they save their favorite listings. This in turn can get you more leads!

I’ve been building websites for Real Estate Agents for over 10 years for PRO, and I’ve worked with agents that focus on Residential, Commercial and Rental properties. I would be happy to speak with you about building your online presence.

Five template choices serve as a starting point, which become unique sites when your branding and content are applied. Each are responsive and optimized for the high demands of today’s devices and web standards!

Visit PROTECHFLORIDA.COM today to learn more or reach out to Dan directly at 727-216-3033 or dcote@pinellasrealtor.org

MENTION THIS AD & GET
$50 OFF WEBSITE SETUP

Visit protechflorida.com to see how easy and affordable it is to get a web presence! This exclusive magazine discount is good for a limited time only!
Member Kadi Tubbs won our Good Neighbor Award for her work with Operation: Military Matters, and now she is a part of the National Association of REALTORS®’ Volunteering Works grant and mentoring program. The program awards funding to REALTORS® who work on small-scale charitable efforts while matching them with mentors in their field. She received a $1,000 seed grant and a year of one-on-one mentoring from a member of NAR’s Good Neighbor Society. Operation: Military Matters sends care packages to men and women stationed overseas. Today, the group has sent over 7,000 care packages to American troops across the globe. Kadi has been receiving guidance from 2010 Good Neighbor Wendy Rocca of Keller Williams Realty Boston in Lexington, Massachusetts.

Mentors are typically known for helping people grow their businesses or help improve their personal lives - how has Wendy’s mentorship helped your charitable organization so far?

Wendy has been a fantastic mentor. We both have very similar organizations. Both of our organization’s goals include boosting the morale of our military overseas by sending them care packages from home. Wendy has helped our organization by giving us ideas to help raise more money and awareness of our organization. Our biggest expense is our shipping. Right now it costs $19.50 per box to ship. We send at least 100 care packages a month overseas, so shipping alone is $2000 a month.

What goals do you have in working with Wendy?

After working with Wendy this past year, my goal is to use our $1000 seed grant for marketing. We purchased several hundred pens and flashlights with our logo and website on them to give away and we are planning on sending out information about Operation: Military Matters in custom thumb drives to potential donors, so they can see exactly what we do. She also helped me with organizing my board of directors.

Where do you see the future of Operation: Military Matters?

My daughter, Graci started Operation: Military Matters when she was 9 years old in 2015. I would never have imagined it would grow to where it is today. We will continue this as long as we can. Our whole family is involved in the mission. When we first started, we received an email from a military member we sent a care package to, he was 21 years old at the time, and told us he didn’t know what he was doing overseas, but when he got our care package, he knew exactly who he was fighting for. Our small gesture made an impact on him. Since then we have heard from others how the care packages have given them hope and put a smile on their face. We are thankful for our military and what they do for our country and honored to be able to send these care packages.
Absorption rate estimates the rate at which active listings are selling in a given market. It’s calculated by dividing the number of closed sales by the number of active listings. A low absorption rate means that homes are selling slowly (suggesting a buyer’s market) while a high absorption rate means that homes are selling quickly (suggesting a seller’s market).

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**Townhouses & Condos**

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Stats source: Florida REALTORS®

4 REALTOR® VIEW MONTHLY • MAR/APR 2022
In early February, almost 1,000 Florida REALTOR® members descended on the state capitol building for Great American REALTOR® Days, to meet personally with lawmakers to make sure the REALTOR® voice is heard this legislative session on everything from affordable housing to property taxes to the environment. Thank you to the twenty-five members from PRO/CPRO that represented our members in Tallahassee and to our key contacts that managed the meetings with our state leaders.

During the three day trip to Tallahassee, members not only visited each of their local state officials in the State Capitol, but also attended an important press conference advocating for attainable housing. The Hometown Hero Housing Program (SB 788) is critically necessary to help first responders, law enforcement, educators, and health care workers receive the opportunity to own a home in the communities where they work.


Reach luxury home buyers and sellers in Bay magazine!

Bay magazine is Tampa Bay's premier luxury lifestyle publication. It is delivered to 50,000 affluent households inside the Tampa Bay Times eight times per year. This award-winning publication features stories and photos on fine cars and homes, social scene and more.
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We appreciate the support our Major Sponsors provide.
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GOLD LEVEL

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thousdan@1800gotjunk.com

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Van Dyke Mortgage
Bryan Lovell
blowell@vandykmortgage.com

Celebrity Home Loans
Robert Sauerwine
Robert.Sauerwine@celebrityhomeloans.com

WHEN YOU LIVE IN THE SKY, THERE ARE NO LIMITATIONS

The Residences at 400 Central is anticipated to be the tallest residential building on the West Coast of Florida and will capture breathtaking unobstructed views from Tampa Bay to the Gulf of Mexico.

A collection of one to four-bedroom luxury residences and select penthouse options will contain floor-to-ceiling windows and glass balconies. Over 35,000 square feet of indoor and outdoor private residential amenities designed by world-renowned architectural firm, Arquitectonica including the private 46th-floor glass-enclosed Sky Lounge Observatory, an expansive resort-style 7th floor pool and spa deck, and indoor and outdoor professional-grade fitness and wellness center.

SALES GALLERY LOCATED AT: 465 CENTRAL AVENUE, ST. PETERSBURG, FL

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE.

This is not intended to be an offer to sell, or solicitation to buy, condominium units to residents of any jurisdiction where prohibited by law, and your eligibility for purchase will depend upon your state of residency. This offering is made only by the prospectus for the condominium and no statement should be relied upon if not made in the prospectus.

The images and artist’s renderings shown here in are conceptual only and are for the convenience of reference. The developer expressly reserves the right to make modifications, revisions, and changes as it deems desirable in its sole and absolute discretion.

SCHEDULE YOUR PRIVATE APPOINTMENT

727-209-7848
residences400central.com

Michael Saunders & Company.

SALES GALLERY LOCATED AT: 465 CENTRAL AVENUE, ST. PETERSBURG, FL

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