

REALTOR® VIEW

Your local association and real estate industry update. A PRO/CPRO member benefit.

November/December 2023



2023





An update from CEO
David B. Bennett
CMLX1, RCE, CAE

The National Association of REALTORS® "Ignite Others" volunteer program has a financial literacy component (a Point of Light) and was designed for REALTORS® who are passionate about making a lasting impact on young minds. In this program, REALTORS® teach financial literacy to high school juniors, revolutionizing the way students perceive money and empowering them with core financial skills, essentially lighting the path towards becoming a home owner.

Five of the 39 high schools in Pinellas and three of the 13 in Pasco had a REALTOR® volunteer assigned to teach there. We'd love to see this number increase in order to reach as many of our young people as possible!

If you'd like to learn more and apply to teach, visit nar.realtor/highschool

JOIN THE IGNITE OTHERS HIGH SCHOOL FINANCIAL LITERACY PROGRAM AND HELP SPARK INTEREST IN FUTURE LEADERS



Pinellas Office (PRO)
(727) 347-7655
4590 Ulmerton Road
Clearwater, FL 33762

Pasco Office (CPRO)
(813) 948-6966
18942 N Dale Mabry Hwy
Suite 101
Lutz, FL 33548

2023 OFFICERS

President: Mike Wyckoff
President-Elect: Tom Steck
Secretary: Mark Middleton
Treasurer: Corina Silva
Past-President: Manuela Hendrickson

CPRO CHAPTER CHAIR

Chris Light

2023 DIRECTORS

Carolina Conner, Fred Hintenberger, Alex Jansen, Stephanie Joines, Candice Kelly, Debra McMillen, Xina Rim, Tahisia Scantling, Jim Schanz, Linda Wilson

CPRO CHAPTER

Barbara Battaglia, Regina Sotomayor, Yolanda Hodges

CEO

David B. Bennett, CMLX1, RCE, CAE

PUBLICATION

Editor: Kim Simmons
Layout: Dylan Marvin

The Pinellas REALTOR® Organization and Central Pasco REALTOR® Organization (PRO/CPRO) is one of Tampa Bay's largest professional trade associations, representing the interests of approx. 10,000 real estate professionals in the Tampa Bay area. It was established in 2002 as the result of a merger between the St. Petersburg Suncoast Association of REALTORS® and the Greater Clearwater Association of REALTORS®, and merged with the Central Pasco Association of REALTORS® in 2018.



Q. When I bought my condo, my building had the best golf course view from my screened porch. However, the golf course faced bankruptcy and was sold to a developer that built a new community. The view now consists of two overgrown trees. My community trimmed the trees until they learned the neighboring development owned them. Now our view is horrible. Is there anything we can do?

A. Questions about views are complicated because of the various facts of each situation. The general rule is that no one is allowed to block your direct view. Your direct view was of a neighboring golf course that was removed and replaced with houses. The law often protects particular views like an ocean or mountain view, prohibiting buildings or landscaping from blocking them. While a golf course view may have been among these particular views, that changed when the developer had the new development approved. That said, while the golf course view may be gone, it does not mean you need to look at untrimmed, out-of-control vegetation. You should try to work with your condominium association urging them to work with the neighboring community to improve the view. Your association can trim the parts of the trees on your side of the property line as long as doing so does not damage the health of the tree. It may also be able to beautify your side of the property line. You can review your municipality's ordinances to see if they contain rules regulating landscaping and tree trimming. Even if your municipality lacks specific rules covering your situation, it may still be able to help. Ask code enforcement or the building department to help deal with the problem.

Copyright © South Florida Sun Sentinel, Gary M. Singer. All rights reserved.

STAY TUNED FOR EXCITING AND ENGAGING EDUCATIONAL OFFERINGS IN 2024!

We are giving members more of what they love and frequently request, such as:

- Evening classes
- Panel discussions on timely topics
- Brand new designations and certifications
- Niche programming on topics such as luxury, rentals, distressed properties

111TH ANNUAL BUSINESS MEETING



The 111th Annual Business Meeting was held in September. There was a full house at PRO that day and attendees received an update on the state of the association, heard updates from Stellar MLS, recognized engaged members, and more!



(left to right) Michael Wyckoff 2023 PRO/CPRO President; Good Neighbor winners Julie Peluso of Youth Ranch Safety Harbor and Mashonda Smith of Clothes to Kids; and David B. Bennett, PRO/CPRO CEO.



Distinguished Service recipients in attendance: (left to right) Adam Jonas, Public Policy Committee CPRO / Commercial Committee; Tina Housdan, Affiliate Business Partners; Candice Kelly, Young Professionals Network; Linda Goldfarb, Public Policy Committee PRO; Holly Young, Professional Standards Committee; along with Michael Wyckoff 2023 PRO/CPRO President.



Keynote co-speaker Kendall E. Bonner, Esq., Tampa Real Estate Leader



Keynote co-speaker Tim Weisheyer, 2023 Vice President, Florida REALTORS®



Keynote co-speaker Juana Watkins, Esq., VP of Law and Policy & General Counsel, Florida REALTORS®



2023 REALTOR® of the Year award honoree Manuela Hendrickson



2023 Rookie of the Year award winner Kara Brooks



#1 Best Table winner: First Title Source Megan Willoughby



#2 Best Table winner: Florida All Risk Insurance LLC Paula Blanda

#3 Best Table winner: American Mortgage Services Jillian Cassano



Major Investors stand to be acknowledged for supporting PRO/CPRO's many advocacy efforts.



PRO/CPRO-sponsored Clearwater Jazz Holiday's Educational Outreach Program's "Young Lions" provided dining entertainment.

Note: Due to a bylaws change, the 2024 Board of Directors was announced after the Annual Meeting. See next page (6) for 2024's leadership roster!

MEET THE MEMBER VOLUNTEERS LEADING THE CHARGE IN 2024

2024 PRO BOARD OF DIRECTORS

PRESIDENT

Tom Steck

PRESIDENT-ELECT

Corina Silva

VICE PRESIDENT

Mark Middleton

TREASURER

Linda Wilson

SECRETARY

Tahisia Scantling

PAST PRESIDENT

Mike Wyckoff

DIRECTORS

Carolina Conner
Alex Jansen
Stephanie Joines
Candice Kelly
Megan Lacombe
Debra McMillen
Xina Rim
Jim Schanz
Sandy Waterbury
Michael Webb

2024 CPRO CHAPTER COUNCIL

CHAIR

Mollyana Ward

CHAIR-ELECT

Alberto Baalbaki

PAST CHAIR

Chris Light

DIRECTORS

Barb Battaglia
Yolanda Hodges
Regina Sotomayor

ACCESSORY DWELLING UNIT 4-1-1

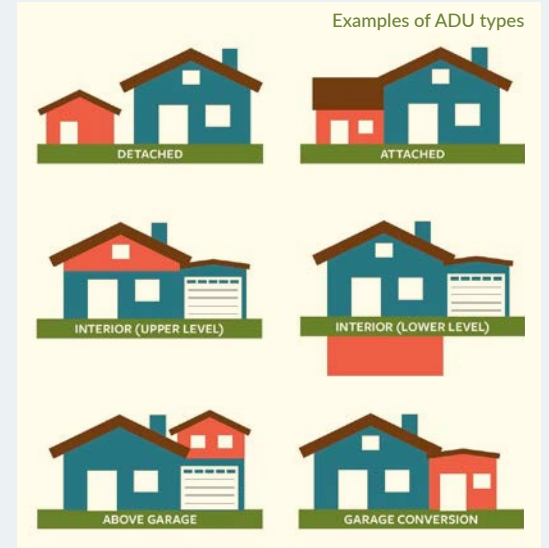
Accessory dwelling units (ADUs) are intended to provide additional housing that is incidental to a primary use while ensuring that the intended district character is protected. Simply put, an ADU is an additional dwelling unit on a lot with a primary one-family dwelling unit. Different municipalities and counties have varying standards. It is up to the property owner to verify the zoning district of their property and whether an ADU is allowed.

In Pinellas, a few examples of these standards include:

- ADU shall not exceed 750 sq. ft. (an example of how these standards vary is in Pasco County it's 1,000 sq. ft.)
- There shall be only one accessory dwelling unit per parcel of ownership

- Either the primary dwelling or the accessory dwelling shall be owner-occupied
- All applicable district regulations pertaining to setbacks and lot coverage provisions shall be met
- Separate metered utility connections for the accessory dwelling unit may be permitted
- Mobile homes and recreational vehicles shall not be used as accessory dwelling units
- Must meet the minimum requirements for a dwelling unit in accordance with the Florida Building Code

For more information about ADUs, including details about standards and the permitting process, simply perform an internet search for "name



of county or municipality + ADU" example "Pinellas County ADU".

It is very important that homeowners and REALTORS® do not make false claims about these units, or it could get you into hot water with the REALTOR® Code of Ethics!

Healthcare Coverage

Open Enrollment

Call Now
(727) 492-4948



RICHARD LEWIS

LICENSED INSURANCE AGENT

A PRO/CPRO AFFILIATE



See what the **POWER** of PARTNERSHIP
Can do for you...

An Insurance Agency
Designed Specifically to Meet
the Needs of Our
Realtor & Mortgage Partners!

Go online or
call us **TODAY!**

727-755-0072
MyFBQ.com



WHY SETTLE FOR LESS WHEN YOU CAN GET THE BEST!



Jason Mears
Licensed Agent

Direct: 813-385-4441
Phone: 727-584-9999
Toll-Free: 1-833-FL-QUOTE
Fax: 727-865-5124
www.floridabestquote.com

Follow me on Instagram
and TikTok at
"floridainsurancetips"

Why Choose Florida BEST Quote?

Quick Quotes!
We know how vital prompt quotes can be for a decision to make an offer on a property.

Florida Best Quote is the fastest growing agency in central Florida. We have all the top-notch, most competitive carriers.

We have solutions for all 4 point issues.

We get our Realtors and Clients to the closing table quickly and efficiently.

We leave no stone unturned, ensuring the clients get all the discounts they are entitled to.

We have built solid reputations with all of our carriers and can get special circumstances resolved!

PINELLAS MARKET STATS



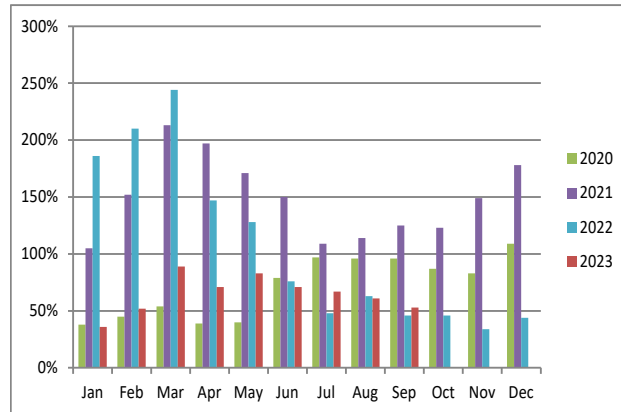
Absorption rate estimates the rate at which active listings are selling in a given market.

It's calculated by dividing the number of closed sales by the number of active listings.

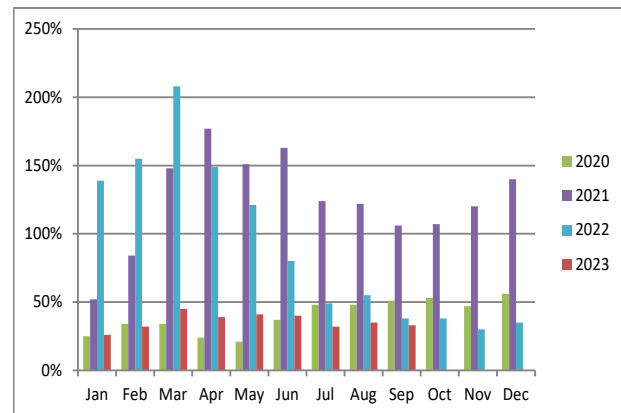
A low absorption rate means that homes are selling slowly (suggesting a buyer's market) while a high absorption rate means that homes are selling quickly (suggesting a seller's market).

Absorption Rate

Single Family	2020	2021	2022	2023
January	38%	105%	186%	36%
February	45%	152%	210%	52%
March	54%	213%	244%	89%
April	39%	197%	147%	71%
May	40%	171%	128%	83%
June	79%	150%	76%	71%
July	97%	109%	48%	67%
August	96%	114%	63%	61%
September	96%	125%	46%	53%
October	87%	123%	46%	
November	83%	149%	34%	
December	109%	178%	44%	



Condo	2020	2021	2022	2023
January	25%	52%	139%	26%
February	34%	84%	155%	32%
March	34%	148%	208%	45%
April	24%	177%	149%	39%
May	21%	151%	121%	41%
June	37%	163%	80%	40%
July	48%	124%	49%	32%
August	48%	122%	55%	35%
September	51%	106%	38%	33%
October	53%	107%	38%	
November	47%	120%	30%	
December	56%	140%	35%	



source: Stellar MLS Live Data 10/19/2023

Single Family Homes



July

2022
MEDIAN PRICE SALES
\$450,000 **846**

2023
MEDIAN PRICE SALES
\$480,500 **882**

+6.8% YoY change +4.3% YoY change

August

2022
MEDIAN PRICE SALES
\$435,000 **1,010**

2023
MEDIAN PRICE SALES
\$478,968 **850**

+10.1% YoY change -15.8% YoY change

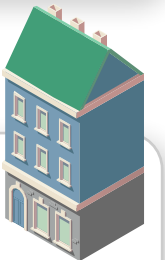
September

2022
MEDIAN PRICE SALES
\$421,150 **792**

2023
MEDIAN PRICE SALES
\$462,000 **839**

+9.7% YoY change +5.9% YoY change

Townhouses & Condos



July

2022
MEDIAN PRICE SALES
\$289,900 **603**

2023
MEDIAN PRICE SALES
\$290,000 **586**

0.0% YoY change -2.8% YoY change

August

2022
MEDIAN PRICE SALES
\$290,000 **655**

2023
MEDIAN PRICE SALES
\$305,000 **659**

+5.2% YoY change +0.6% YoY change

September

2022
MEDIAN PRICE SALES
\$295,000 **521**

2023
MEDIAN PRICE SALES
\$341,000 **702**

+15.6% YoY change +34.7% YoY change



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®

HAVE A SMOOTH TRANSACTION
WITH A LEGAL TEAM
YOU TRUST.



BERLIN | PATTEN | EBLING
ATTORNEYS AT LAW

Real Estate | Community Association Law | Land Use & Zoning | Estate Planning & Probate | Litigation

St. Petersburg • 525 1st Avenue North • 727.822.2505
Tampa | Sarasota | Venice | Lakewood Ranch | Bonita Springs

BERLINPATTEN.COM

Your Legal Team for
Life's Biggest Occasions

MEMBERSHIP DUES – \$1.44 A DAY!

2024 DUES RENEWAL

NAR – \$201
FR – \$146
PRO/CPRO – \$178
BASIC TOTAL – \$525
RPAC suggested – \$39 (voluntary*)
Foundation suggested – \$10 (voluntary*)
TOTAL – \$574
with voluntary contributions*

*Note: voluntary amounts may be adjusted when making your payments. You may pay more or less than the suggested amounts (including nothing at all). You must adjust these amounts prior to submitting your payment.

Invoice date: October 13, 2023
Due: December 15, 2023

\$50 Late Fee Added: January 3, 2024

Dues not received by January 31, 2024 will result in deactivation of membership.

The broker at each office is responsible for compliance by all licensees within that office. If a member has been terminated for nonpayment of dues, their broker will have until March 1, 2024 to either:

Remove the license from their roster with the Department of Business and Professional Regulation (DBPR); OR

Take the payment for their licensee

Any office not in compliance (paid membership dues for all licensees within the office) will be subject to termination of the office and all members within that office at the close of business (5 PM) on March 1, 2024.

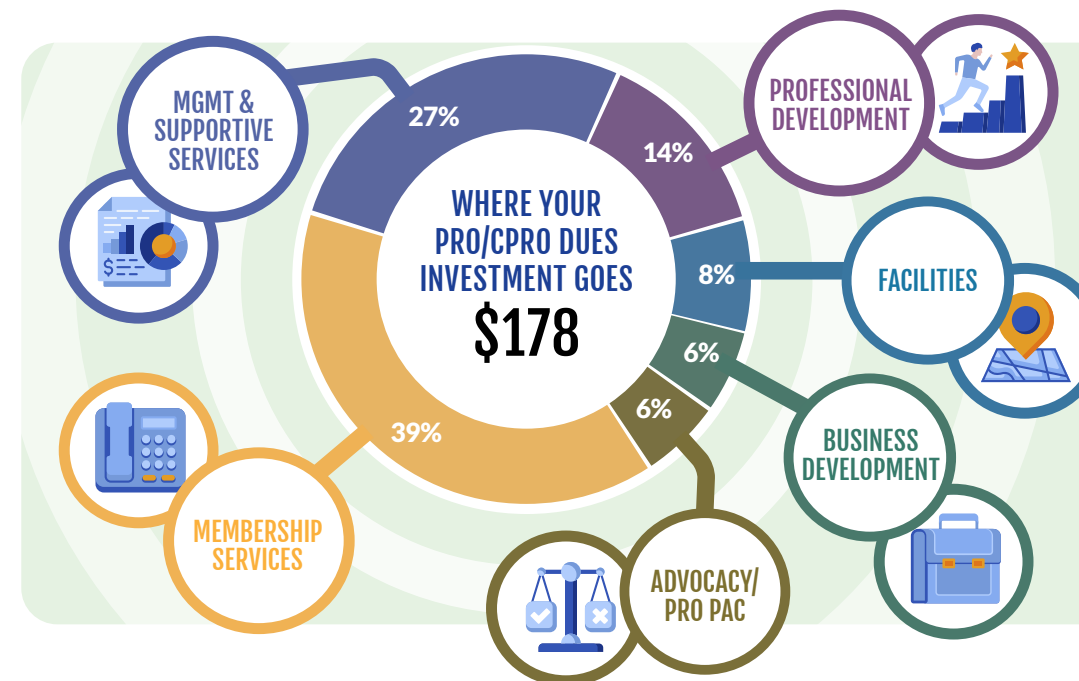
PREPAYMENT

If you are currently signed up for auto prepayment of dues, you'll notice an additional \$6 charge before the end of the year. This is to account for the increase in NAR dues for 2024. **If you'd like to sign up for auto prepay**, you'll have to first pay 2024 dues, then starting next year we will automatically apply a charge to your credit or debit card of \$43.75. To sign up, email Rob Olmstead a ROlmstead@pinellasrealtor.org with

AUTO PREPAY in the subject line, and let him know you'd like to get set up.

If you do auto prepay and are a secondary member with us, you pay your NAR dues to your primary association, which means the NAR price increase will not affect the amount you pay to us.

Autopay members who have had missed payments must make up those missed payments to avoid getting the late fee added on January 3, 2024 and possible suspension of membership status.



Your membership affords you a wide array of tools that make doing business possible, such as Supra, Form Simplicity and TransactionDesk, RPR, Mycondoplans.com, free and low cost training, and so much more.

Visit [PinellasRealtor.org/tools](https://www.pinellasrealtor.org/tools) to see all the resources and tools only your REALTOR® membership grants you!

PASCO MARKET STATS



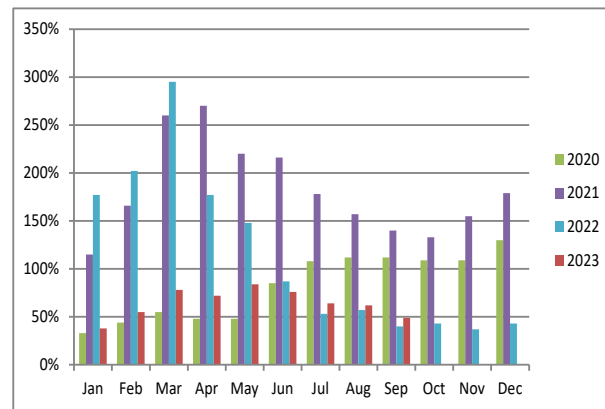
Absorption rate estimates the rate at which active listings are selling in a given market.

It's calculated by dividing the number of closed sales by the number of active listings.

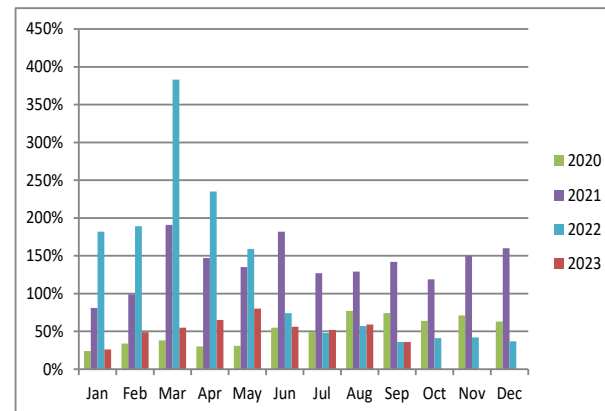
A low absorption rate means that homes are selling slowly (suggesting a buyer's market) while a high absorption rate means that homes are selling quickly (suggesting a seller's market).

Absorption Rate

Single Family	2020	2021	2022	2023
January	33%	115%	177%	38%
February	44%	166%	202%	55%
March	55%	260%	295%	78%
April	48%	270%	177%	72%
May	48%	220%	148%	84%
June	85%	216%	87%	76%
July	108%	178%	53%	64%
August	112%	157%	57%	62%
September	112%	140%	40%	49%
October	109%	133%	43%	
November	109%	155%	37%	
December	130%	179%	43%	



Condo	2020	2021	2022	2023
January	24%	81%	182%	26%
February	34%	99%	189%	49%
March	38%	191%	383%	55%
April	30%	147%	235%	65%
May	31%	135%	159%	80%
June	55%	182%	74%	56%
July	49%	127%	48%	52%
August	77%	129%	57%	59%
September	74%	142%	36%	36%
October	64%	119%	41%	
November	71%	150%	42%	
December	63%	160%	37%	



source: Stellar MLS Live Data 10/19/2023

Single Family Homes



July

2022
MEDIAN PRICE SALES
\$381,000 **882**

2023
MEDIAN PRICE SALES
\$380,995 **880**

0.0% YoY change -0.2% YoY change

August

2022
MEDIAN PRICE SALES
\$394,000 **973**

2023
MEDIAN PRICE SALES
\$394,990 **915**

+0.3% YoY change -6.0% YoY change

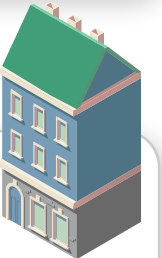
September

2022
MEDIAN PRICE SALES
\$394,990 **1,111**

2023
MEDIAN PRICE SALES
\$382,704 **1,027**

-3.1% YoY change -7.6% YoY change

Townhouses & Condos



July

2022
MEDIAN PRICE SALES
\$297,000 **183**

2023
MEDIAN PRICE SALES
\$297,500 **219**

+0.2% YoY change +19.7% YoY change

August

2022
MEDIAN PRICE SALES
\$291,500 **228**

2023
MEDIAN PRICE SALES
\$289,005 **280**

-0.9% YoY change +22.8% YoY change

September

2022
MEDIAN PRICE SALES
\$266,000 **221**

2023
MEDIAN PRICE SALES
\$305,990 **329**

+15.0% YoY change +48.9% YoY change



Need more data?

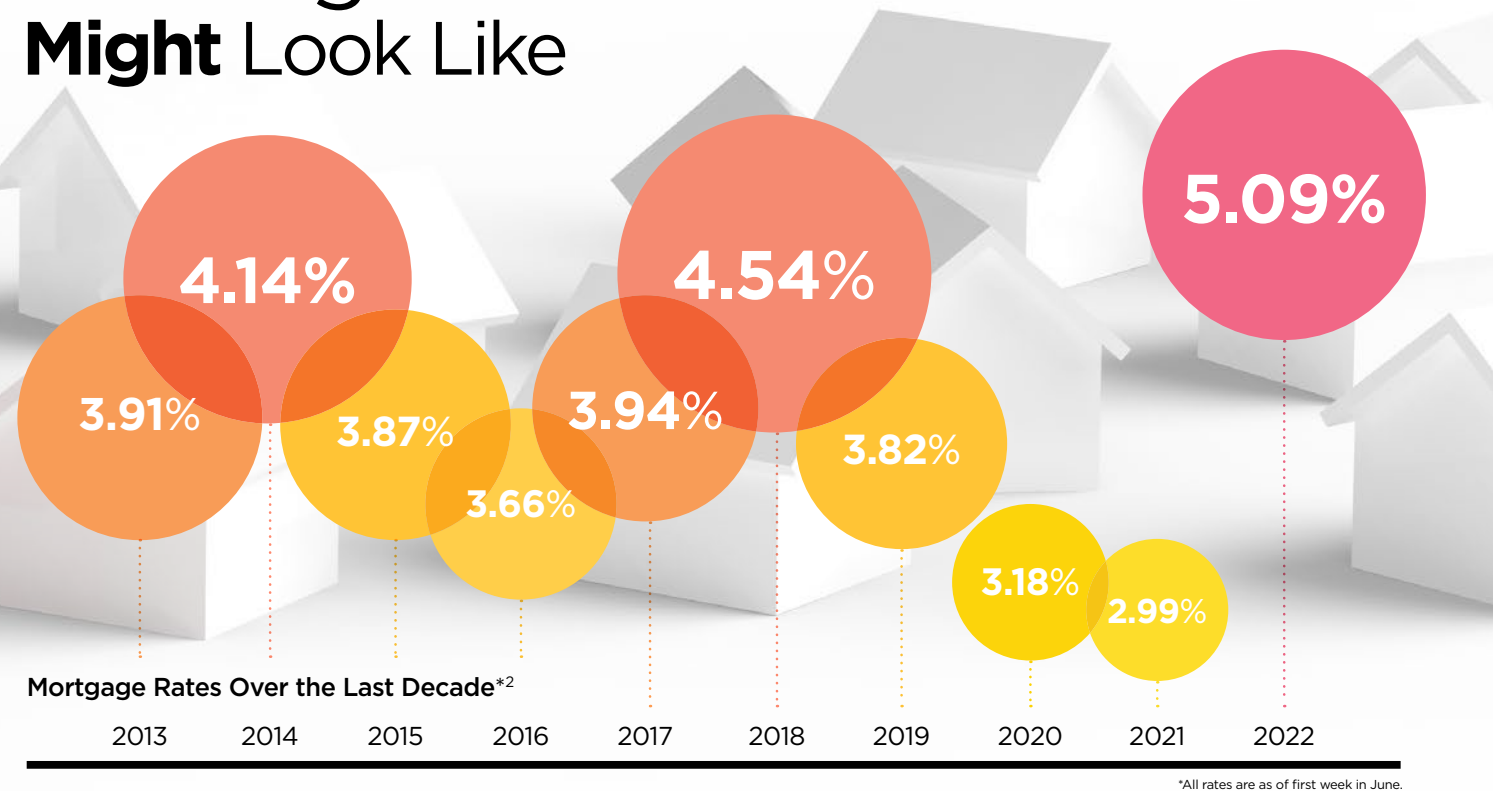
Visit pinellasrealtor.org/stats for comprehensive monthly year-over-year reports and videos, including foreclosure and short sale figures. You'll also find DAILY market snapshots of five Tampa Bay area counties!

Stats source: Florida REALTORS®

What a Normal Housing Market Might Look Like

Stable 30-Year Fixed-Rate

Many analysts believe that in a future normal market, 30-year fixed-rate mortgages will be around 5%-6%, slightly higher than in the past 10 years.¹



The last few years have been anything but “normal” when it comes to real estate. A normal market is balanced between a buyer and seller — one side does not have much of an advantage over the other.

Buyers' Perspective

- More homes to consider
- Less urgency to act immediately
- Home inspections are not waived
- Can request concessions from sellers
- Fewer bidding wars
- Homes are not bought sight-unseen

Sellers' Perspective

- Homes priced right sell quickly
- Equity in home built over time
- Homes may stay on the market longer
- Offers received at or close to the asking price
- May need to make repairs and/or concessions

Did you know we publish market stats for Pinellas, Pasco, Hillsborough, Manatee, and Sarasota on our website just about every day? We also publish detailed monthly reports, a video highlighting major data points, and more. As a PRO/CPRO member you can utilize these assets in your business! Visit PinellasRealtor.org/market-statistics to learn more.

Different Types of Housing Markets



Sellers' Market

Occurs when there are more buyers than properties available. There is more competition, especially for homes priced right. Buyers may waive home inspections and requests for repairs.



Buyers' Market

Occurs when there are more properties for sale than buyers. Homes may stay on the market longer and sellers may have to make concessions and/or price reductions.



Balanced Market

This is the transitional time, normally three to six months, between a buyers' market and a sellers' market. Residential property prices are stable. Homes are sold at or near the asking price.



Local Market

For the individual buyer or seller, real estate is hyperlocal. Home sales and prices may be influenced in some way by a community's regulations, economic conditions or other significant factors.



National Market

When referencing this type of market, data, such as days on the market and prices, often reflects a median (halfway between the low and high numbers). Metrics may also only reflect numbers for a specific region (e.g., the Northeast) or just a portion of a region (e.g., the city of Boston).

Did you know that by disclosing flood risk and insurance requirements to your clients, communities can earn Community Rating System (CRS) credit that helps to get flood insurance premium discounts for you and your clients?!

Most communities participate in the CRS program, which provides businesses and residents flood insurance premium discounts.

Unincorporated Pinellas County, for example, is rated a Class 3 CRS community, which provides businesses and residents up to a 35% flood insurance premium reduction, which equates to an estimated savings of \$9.5 million in flood insurance premiums per year. CRS rating determination is based, in part, on each community providing flood map information, such as FIRM data needed to write a flood insurance policy, and for notifying professionals in the real estate, insurance, and mortgage industries about the services annually.

Visit floodmaps.pinellascounty.org for a library of flood map apps with data. Here you can find valuable flood information including:

- Flood Insurance Rate Map (FIRM) information, such as flood zone and Base Flood Elevation (BFE)
- Pinellas County Floodplains and Floodways
- Elevation Certificates submitted to Pinellas County
- Flood depth information, such as potential storm surge depths
- Evacuation zones, routes, and shelters
- If the property is in a Coastal Barrier Resource System (CBRS)
- Information about areas, such as wetlands, that are protected because of their natural floodplain functions of storing and removing pollutants from floodwaters.
- And more!

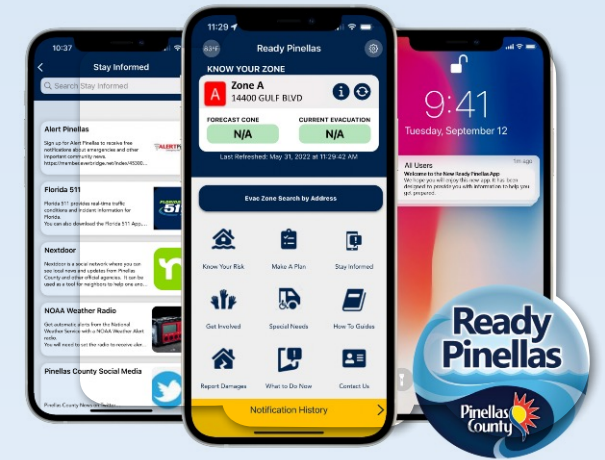
FLOOD RISK LEVELS IN PINELLAS COUNTY

- If your property is in a **Special Flood Hazard Area** (SFHA), there is at least a one in four chance of flooding during a 30-year mortgage.
- Nearly **20 percent** of flood insurance claims come from areas that are not in a Special Flood Hazard Area (SFHA). Take advantage of a preferred risk policy.
- A shallow flood that is only a few inches deep in your house could cause thousands of dollars in damage. Find out how much a flood could cost.
- Flood insurance is mandatory for federally backed mortgages on buildings located in a SFHA. There is a 30-day waiting period before coverage goes into effect, **so don't delay.**



Additional Pinellas County Services:

- **Flood Disclosure and Map Training**
Arm yourself with the tools and knowledge you need to advise your clients about the flood risk and insurance requirements for a property. These trainings are free to PRO members and are given twice a year. The trainings also provide information from the Property Appraiser Office. Sign up on the PRO calendar.
- **Flood Insurance Technical Assistance**
Get answers to questions you may have about flood insurance and the National Flood Insurance Program (NFIP). There is no charge for this service. Visit Pinellas.gov/flood-advocates/ for more information.
- **Ready Pinellas mobile app – New and Improved!**
Get disaster preparedness support with this app that is designed to help residents prepare themselves and their families before, during, and after a storm. The app features convenient checklists to help build a personal emergency plan and will provide real-time updates as storms approach. Available for free download at the Apple App Store or Google Play.
Note: Android device users who already had the previous Ready Pinellas app installed will need to download the new app from Google Play and remove the old app from their devices.



Hurricane evacuation zones and flood zones are not the same thing!

You can live in an area that is in a non-evacuation zone (based on storm surge), but everyone is in a flood zone, which may be high, moderate, or low flood risk. It is important to check both your evacuation zone and your flood zone.

Pinellas County Evacuation Zones have recently been updated! Look them up at kyz.pinellas.gov

For more information, contact a Pinellas County Map Information Specialist at 727-464-7700.

- For properties in one of the Pinellas County municipalities, please contact your city directly for additional flood map information or elevation certificates at Pinellas.gov/municipalities

Pasco County Information:

- For Hurricane Evacuation Zone information, visit pascocountyfl.net/322/Evacuation-Zones or contact Customer Service at (727) 847-2411
- For Flood Zone information, visit pascocountyfl.net/895/Pasco-Flood-Program or contact Building Construction Services at 727-847-8126

Join us on our next Travel
With a Purpose Experience!

March 3-11, 2024

PORTUGAL!

We're headed to Portugal in March. You'll see why so many Floridians are retiring there or purchasing vacation homes, all while touring major cities and coastal villages.

- Included in the registration fee is:
- 8 nights in hotels
 - 7 breakfasts, and 4 dinners with beer or wine
 - 4 historic city sightseeing tours
- All lead by an expert tour director and local guides!



Learn more at: pinellasrealtor.org/trips

WHAT YOU COULD BE MISSING OUT ON...

Earlier this year members participated in our very first *Travel With a Purpose* excursion to **Germany, Austria, Switzerland, Liechtenstein, and Czech Republic!** They experienced a unique blend of history, culture, and natural beauty and memories were made that will last a lifetime!



In Salzburg, Austria – the birthplace of Mozart – PRO/CPRO members and staff enjoy the Old Town and Mirabell Gardens.

Manuela Hendrickson, Past Chair of PRO/CPRO, described it as a whirlwind adventure of some of the most iconic destinations in central Europe. She said "This was our first experience trip and will definitely not be our last. It was such a pleasure getting to meet some new members and learning more about members we already were acquainted with."

See what's coming ahead by visiting: pinellasrealtor.org/calendar or pinellasrealtor.org/trips

NAR REALTOR BENEFITS

1-800-GOT-JUNK?
THE WORLD'S LARGEST JUNK REMOVAL SERVICE

We make junk disappear.



Save \$50 on Junk Removal

with promo code: **NAR50**

1-800-468-5865 | 1800gotjunk.com



Where there's a connection, there's a way.



First Horizon is proud to support the work of the Pinellas Realtor® Organization. Because their members know that business success takes more than a will to make it happen. It takes connection – to new ideas, to unexpected opportunities and to the countless ways we're all better for being part of this community.

Personal
Business
Private Banking

Let's find a way.™

firsthorizon.com

Samantha McDermott

VP, Banking Center Manager

1-727-201-5533

777 Pasadena Avenue South, St Petersburg

NMLS #463551

©2023 First Horizon Bank. Member FDIC.

12TH ANNUAL WINE & FOOD FESTIVAL RECAP



The 12th annual event broke last year's fundraising record!

As of press time we are still working on the final amount raised for the four local charities that will benefit from the event, but we definitely surpassed last year's \$35,000! Checks will be presented to charity representatives at the Affiliates' Installation event in December.



Thank You!
for recommending us as one of
PRO's Best!!
Family Owned - Since 1964
Full Service Pest Control Company

- 100% Satisfaction Guaranteed
- Free Home Evaluation
- Pest & Termite Control
- Mosquito & Wildlife Control
- Lawn Service



877-GO-HUGHES • hughes-exterminators.com

Save the date for next year's event:
Friday, Oct. 4, 2024!



REAL ESTATE AGENT WEBSITES

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 12 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.



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!

Eight 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



2023 MAJOR SPONSORS

We appreciate the support our Major Sponsors provide. To learn more about them, visit PinellasRealtorAffiliates.com/Major-Sponsors



GOLD LEVEL



David Reider, Esq.
dreider@berlinpatten.com



Samantha McDermott
samantha.mcdermott@firsthorizon.com



Tina Darling
tina@iasmarketingservices.com



Whitney Harper
wharper@tampabay.com



Tina Housdan
tinahousdan@leader1.com



Ben Pietras
Ben@BenPietras.com

SILVER LEVEL



Tara Birchfield
tara@hstitle.net



Audra Snyder
asnyder@hughes-exterminators.com



Janet Schaum
JSchaum@oldrepublicexchange.com



Michael Wholey
WholeyMedia@gmail.com



Jason Mears
jason@floridabestquote.com

BRONZE LEVEL



Robyn Fiel
RobynFiel@synovus.com



Jada Murray
jmurray@bankoftampa.com



Kim Bauer
kim.bauer@1800gotjunk.com



Jackie McMahon
jacklyn.mcmahon@thirdfederal.com



Richard Montoya
rmontoya@cchl.com



Jesus Contreras
admin@hi-reshomes.com



Brian Louis
Brian@myfbq.com



4590 ULMERTON ROAD
CLEARWATER, FL 33762-4141

Showing Your Value as a REALTOR®

Visit [competition.realtor](https://www.competition.realtor) to access:

- Resources to help you demonstrate that you are worth every penny of your compensation
- FAQs about competition in our industry
- What a world without the MLS looks like
- Updates on the current litigation facing NAR

...and more!

