



FloridaRealtors®

The Voice for Real Estate® in Florida

“KEEPING IT REAL”

DIGITAL MARKETING TOOLKIT FOR
MEMBERS TO USE WITH CONSUMERS

Highlighting the real value of using a Florida Realtor®

ABOUT



The “Keeping It Real” Campaign is all about showcasing the incredible value you bring to your consumers as a Florida Realtor®. As champions of real estate, you know that “Keeping It Real” means helping buyers, sellers, and business owners succeed – and you wield your comprehensive to-do list and expertise over the unexpected to do just that.

This toolkit aims to provide you with materials you can use to shine a spotlight on the amazing work you do and the invaluable role you play in every real estate transaction.

Visit [WhyAFLRealtor.com/Member](https://www.whyaflrealtor.com/member) or scan the QR code to download all of the assets in this resource guide.



KEY MESSAGING

Each of the following key message points is crafted to help you highlight the distinct value that a Florida Realtor® brings to every real estate transaction. As a real estate professional, you know all that you bring to the table, but we wanted to help you reinforce the message with consumers.

Florida's Realtors®:

- Provide expert guidance through every step of the real estate process with unbiased, expert advice to navigate the complexities of real estate transactions. We ensure that no detail, no matter how small, is overlooked, helping consumers achieve their homeownership or business goals.
- Serve as local specialists in our communities, offering invaluable insights into the area, helping consumers find their perfect property or commercial space in the ideal location.
- Negotiate terms and prices, advocating for our buyers' and sellers' interests and maximizing outcomes in each transaction.
- Overcome obstacles and highlight opportunities, providing buyers and sellers with information or recommendations on how to access funding or better loan terms such as the Hometown Heroes Housing Program, VA home loans, or SBA business loans.
- Reduce stress by managing the complexities and challenges that may arise throughout an incredibly stressful real estate process.
- Keep consumers informed about new opportunities, trends and property valuations with exclusive access to extensive listings and timely, accurate market data, streamlining the search process and saving valuable time.
- Leverage a broad network of industry leaders, including lenders, inspectors and contractors, to ensure a seamless transaction process from start to finish.
- Stay current on laws and regulations, constantly updating our knowledge to help protect consumers' interests. Of course, if legal complexities arise, we recommend consulting a real estate attorney.
- Adhere to strict standards with a mandatory Code of Ethics, advocating with integrity for our consumers while upholding the highest levels of professionalism and consumer protection.
- Are masters of complex transactions, using our specialized expertise to demystify the details of real estate transactions, offering clear, concise guidance to those new to or unfamiliar with the process.
- Offer post-sale support by advising consumers on issues like utility setup, energy services and other considerations, helping to foster long-term relationships.
- Act as a team of professionals on a buyer, seller, or business owner's behalf, working collaboratively to deliver personalized services to meet their unique needs, whether buying or selling a home, or leasing a commercial space.
- Prioritize consumers' needs by acting as trusted guides, following a consumer-first approach to meticulously understand and cater to what they want at every step of their real estate journey.

TALKING POINTS

Expert Guidance

- I'm here to provide expert guidance through every step of the process, offering unbiased advice to help navigate the complexities of real estate transactions.
- My mission is to ensure that no detail is overlooked, no matter how small, so that you can achieve your homeownership or business goals with confidence.

Local Specialists

- As a local specialist in our community, I offer invaluable insights into the area, helping you find your perfect home or commercial space in your ideal location.
- My knowledge of the local area enables me to provide personalized recommendations tailored to your preferences and lifestyle.

Negotiation and Advocacy

- I excel at negotiating terms and prices, advocating for your interests and getting the most out of each real estate transaction.
- My goal is to overcome obstacles and highlight opportunities, ensuring that you get the best possible deal, whether you're buying or selling your home, or finding the perfect space for your business.

Stress Management

- I understand that a real estate transaction can be a stressful process, which is why I'm here to reduce your stress by managing complexities and challenges that may arise.
- My aim is to keep you informed about new opportunities, trends and property valuations, streamlining the search process and saving you valuable time.

Network and Compliance

- As a Florida Realtor[®], I can leverage a broad network of industry leaders, including lenders, inspectors and contractors for a seamless transaction process from start to finish.
- As a Florida Realtor[®], I stay current on laws and regulations to help protect consumers' interests. Of course, if legal complexities arise, please, consult a real estate attorney.

TALKING POINTS

Ethical Standards and Professionalism

- As a Florida Realtor®, I adhere to strict standards and a mandatory Code of Ethics, advocating for you with integrity while upholding the highest levels of professionalism and consumer protection.
- My experience and expertise allow me to master complex transactions, demystify the process and offer clear and concise guidance to those new to or unfamiliar with real estate.

Post-Sale Support

- My commitment doesn't end once the sale is complete. I will offer post-sale support by advising you about issues like utility setup, energy services and other considerations. My goal is to foster a long-term relationship with you.
- I'm here to provide ongoing support and guidance, ensuring that your transition into your new home or business space is as smooth as possible.

You-First Approach

- As a Florida Realtor®, I take a you-first approach. I prioritize your needs and partner with you to understand and address your wishlist at every step of your real estate journey.
- My goal is to ensure that you feel supported and informed throughout the entire process so that you can make confident decisions about your future home or business.

State Advocacy

- Florida Realtors® advocates for initiatives like the Hometown Heroes Housing Program, which has already helped more than 14,000 families achieve the dream of homeownership thanks to a \$100 million legislative investment. Our continued efforts aim to secure additional funds to help even more Floridians buy their first home, strengthening our communities and boosting the local economy.
- We support efforts to stabilize the property insurance market, advocating for consumer protections and market reforms that have attracted new insurers and reduced litigation.
- As a member of Florida Realtors®, I am proud of our success in reducing the state sales tax rate on commercial leases, a critical step in supporting Florida's businesses. This reduction not only aids in business growth but also encourages community reinvestment. Our ongoing advocacy efforts aim to further reduce or eliminate this tax, fostering a more vibrant and competitive business environment across the state.

SOCIAL MEDIA SUPPORT - RESIDENTIAL

Social media can support your PR efforts. The key is to use consistent, key messaging to cut through the crowded digital landscape – while always keeping your tone upbeat, timely and relevant.

Visit [WhyAFLRealtor.com/Member](https://www.floridarealtors.com/Member) to download any of the following in-feed graphics for Facebook, Instagram, Twitter (X), or LinkedIn based on what messaging you choose to promote, then copy and paste the suggested caption.

Feel free to personalize it to reflect your voice and insights, and direct your customers to [WhyAFLRealtor.com](https://www.floridarealtors.com) for more information on the valuable job you do.



Suggested Caption:

As a Florida Realtor®, I'm here to help you complete the complex documents needed for a smooth transaction. Let's partner today to make your home purchase a breeze!



Suggested Caption:

Want to navigate your community like a local insider? 🗺️ I am your ultimate guide who knows the community inside-out. Ask me for recommendations!



Suggested Caption:

A Florida Realtor® is your local market expert with extensive knowledge of the area. I can provide personalized suggestions to help you find what you're looking for.

SOCIAL MEDIA SUPPORT - RESIDENTIAL

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Suggested Caption:

REAL results for REAL Floridians – one happy homeowner at a time. As a Florida Realtor®, I prioritize your needs, meticulously understanding and catering to what you want at every step of your homebuying or home selling journey.



Suggested Caption:

In the game of real estate, I'm your MVP (Most Valuable Partner) – making sure you're always on the winning team with me as your Florida Realtor®. Ready to score the home of your dreams?



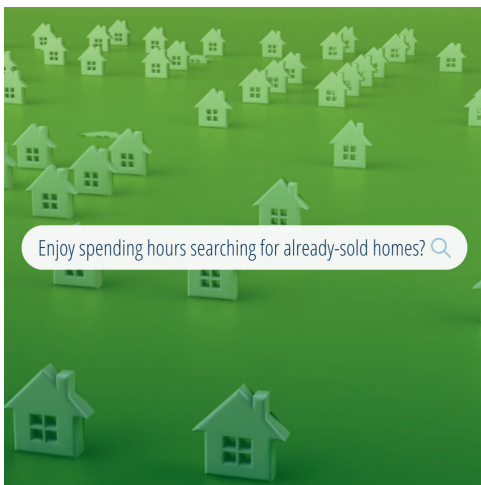
Suggested Caption:

You can live happily ever after when you work with a Florida Realtor®! Let me help make your homeownership dreams come true.

SOCIAL MEDIA SUPPORT - RESIDENTIAL

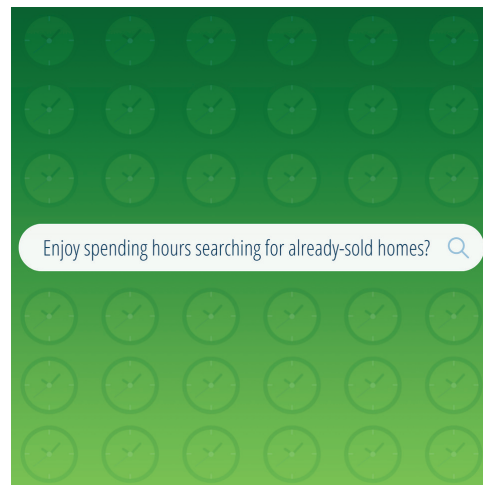
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Suggested Caption:

Don't waste your valuable time ... 🕒
Work with a Florida Realtor® to see available homes that could become yours.



Suggested Caption:

Don't waste your valuable time ... 🕒
Work with a Florida Realtor® and you'll only see available homes that could become yours!

SOCIAL MEDIA SUPPORT - RESIDENTIAL

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The graphic features a green header with the Florida Realtors logo and the text "YOUR FLORIDA REALTOR'S 'TO-DO LIST' DURING THE HOME SELLING PROCESS". Below the header is a dark blue section with a white list of 18 items. The list starts with "12. Share Your Value Proposition" and ends with "18. Describe the Buyer Pre-Screening Process".

**YOUR FLORIDA REALTOR'S
"TO-DO LIST"**
DURING THE HOME SELLING PROCESS

12. Share Your Value Proposition
13. Explain Benefits of Your Brokerage
14. Present Your Marketing Options
15. Explain Video Marketing Strategies
16. Demonstrate 3D Tour Marketing
17. Explain Buyer & Seller Agency Relationships
18. Describe the Buyer Pre-Screening Process

Suggested Caption:

Ready to sell your home? 🏠
Don't go at it alone – there's a
Florida Realtor® for that.



The graphic features a green header with the Florida Realtors logo and the text "YOUR FLORIDA REALTOR'S 'TO-DO LIST' DURING THE HOMEBUYING PROCESS". Below the header is a dark blue section with a white list of 6 items. The list starts with "1. Schedule Time To Meet Buyers" and ends with "6. Help Buyers Find a Mortgage Lender".

**YOUR FLORIDA REALTOR'S
"TO-DO LIST"**
DURING THE HOMEBUYING PROCESS

1. Schedule Time To Meet Buyers
2. Prepare Buyer's Guide & Presentation
3. Meet Buyers and Discuss Their Goals
4. Explain Buyer & Seller Agency Relationships
5. Discuss Different Types of Financing Options
6. Help Buyers Find a Mortgage Lender

Suggested Caption:

Ready to buy your dream home? 🏠
Don't go at it alone – there's a
Florida Realtor® for that.

SOCIAL MEDIA SUPPORT - COMMERCIAL

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Suggested Caption:

REAL results for REAL Floridians – one happy business owner at a time. As a Florida Realtor®, I prioritize your needs, meticulously understanding and catering to what you want at every step of your commercial leasing journey.



Suggested Caption:

In the game of real estate, I'm your MVP (Most Valuable Partner) – making sure your business is always on the winning team with me as your Florida Realtor®. Ready to score the space of your dreams?



Suggested Caption:

With my expertise in the local market and a personalized approach, as a Florida Realtor®, I have the keys to finding the perfect space that fits your business needs. Together, we can open doors to endless possibilities for your business.

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Suggested Caption:

As a Florida Realtor®, I'm here to help you complete the complex documents needed for a smooth transaction into your commercial space. Let's partner today to make your search for your business's new homebase a breeze!



Suggested Caption:

As your Florida Realtor®, I'm your local market expert! With extensive knowledge of different neighborhoods and commercial spaces, I can provide personalized suggestions to help your business thrive.



Suggested Caption:

Your business's future is brighter with a Florida Realtor® by your side! Let me shine a light on the best options for your business, so you can focus on keeping the path forward illuminated.

SOCIAL MEDIA SUPPORT

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Suggested Caption:

As a Florida Realtor®, I handle all the “boring” and tedious research (which I love) so you don’t have to – streamlining the search process and saving you valuable time. So what are you waiting for? Call me today!



Suggested Caption:

As a Florida Realtor®, I compile all the “boring” and tedious paperwork so you don’t have to – saving you valuable time. So what are you waiting for? Call me today!



Suggested Caption:

As a Florida Realtor®, I excel at negotiating terms and prices, getting the best outcomes in each real estate transaction. So what are you waiting for? Call me today!

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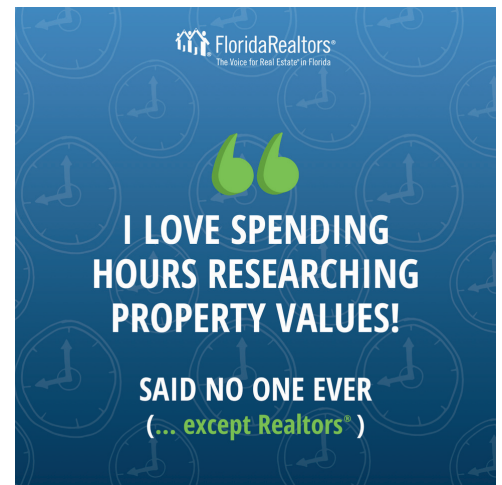
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As a Florida Realtor®, I handle all the “boring” and tedious paperwork so you don’t have to – saving you valuable time. So what are you waiting for? Call me today!



Suggested Caption:

As a Florida Realtor®, I handle all the steps in between to ensure that you’re getting the best deal. So what are you waiting for? Call me today!



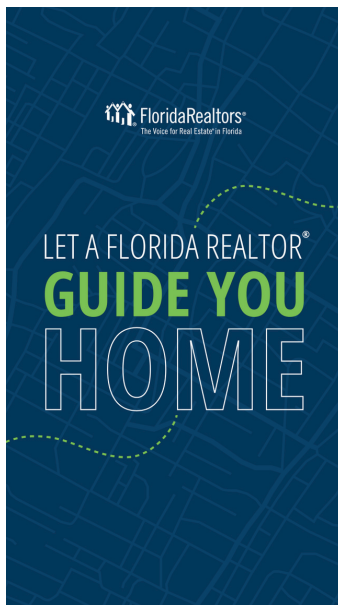
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SOCIAL MEDIA SUPPORT

Visit WhyAFLRealtor.com/Member to download any of the following Stories graphics for Facebook or Instagram based on what messaging you choose to promote. Feel free to personalize it with additional copy overlays and in-app features to reflect your voice and insights.

Include a button sticker directing your customers to WhyAFLRealtor.com for more information on the valuable job you do.



SOCIAL MEDIA SUPPORT

In addition to sharing pre-made graphics, we encourage members to publish original video content to social media to reinforce a sense of authenticity and relatability throughout the “Keeping It Real” campaign. These can be published as Reels, in-feed videos, and/or Stories on Facebook and Instagram.

Concept 1 | A Day in the Life of a Florida Realtor

Capture a series of video clips highlighting your typical work day as a REALTOR[®], highlighting the wide range of tasks you handle like negotiating, inspecting homes and more.

Alternatively, you can share [this fun video](#) to show how much a REALTOR[®] does for their clients!

Concept 2 | POV (Point of View) of a Florida Realtor

Record a video of yourself performing a task that consumers may find tedious, boring, or stressful but that you enjoy/come with the job – for example, research, filling out contracts, attending a home inspection, doing a commercial property walk-through, etc.

Add the following text overlay template to your video:

POV: You actually enjoy [INSERT ACTIVITY]

Concept 3 | “Hidden Gems” Local Insider Video Series

Record a series of short videos highlighting unique and enticing amenities and features in the communities where you work to help reinforce your expertise in the local area.