

# Bi-Weekly Company Zoom Meeting Summary

March 3, 2026

## Peter's opening

Real estate activity is increasing

New RE/MAX Brand Boutique - <https://remaxboutique.brc3.com/ecommerce/>

**Bobby Horcastle – Premier TC Services** announced \$100 per transaction offer for new transactions <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Premier%20TC%20Services%20Offer%20and%20Services%20REMAX.pdf> To order TC services use PremierPartner@PremierTCsvc.com | 407-554-4563

## Shadd Boucher – Updates from R4

Announcement that 10 million customers have been served since 2020

New focus – Win Listings, Save Time, Earn More

RE/MAX is engaging in new ways to brand the company, including sponsoring an Indy car team

Lawrence Yun 2026 prediction – less licensed agents and more transactions

New 2026 ad campaign stresses global presence with local expertise.

Systems and technologies coming soon

- Skyview – virtual assistant
- Master Pitch – listing system
- RE/MAX Golf Lifestyles – designation and specialty marketing
- Marketing Studio – combination of MaaS, Design Center and a RE/MAX enterprise version of Canva that will also be linked to the MLS. Marketing Studio will also include Agent Reviews and Market Reports.
- Smart Protect – an addition to the HomeView app. You will have a free security camera you can gift to your buyers after closing with the option for them to also get security services at a reduced price.
- Safety Feature – HomeView will also include a safety feature for agents
- Bosscat Technologies – also available in the HomeView app this will use the home inspection to estimate repair costs based on the inspection and schedule vendors to perform the necessary repairs. Homeowners will also be able to use it for future home maintenance.

- AI Visualizer – virtual staging available to consumers on remax.com and to agents in the Marketing Studio for listing marketing

Use this link to see all of the R4 announcements - <https://resources.remax.com/r4-2026-announcements/>

Use this link to access Shadd's presentation - <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/R4%20RECAP%202026.pdf>

### **David Clapp's presentation**

FinCEN – New language is now in the sales contract. FL Legal Update video  
<https://www.floridarealtors.org/news-media/video-library/learning/contract-changes-fincen-requirements-addendum-ee>

The PACE rider has been changed to a Qualifying Improvements Disclosure

Pitch59 – the training recording is available in the Resource Center (agresourcecenter.com). Gina and Karen will be making office visits to help agents with the app.

NAR FinCEN Webinar - Understanding The FinCEN Residential Real Estate Rule - Wednesday, March 11th @ 2:00 pm - registration link

[https://realtors.zoom.us/webinar/register/WN\\_5SZGXzWDQA6OSYP0k2VMcw#/registration](https://realtors.zoom.us/webinar/register/WN_5SZGXzWDQA6OSYP0k2VMcw#/registration)

Gina Bannan is having weekly zoom classes this month to help agents to use Zoom effectively. Look for more information coming soon.

FR Board Certified application deadline is March 31<sup>st</sup>. The application process takes some time so you should start now. More information - <https://www.floridarealtors.org/membership/specialties/board-certified>

FR Education Foundation Scholarships - applications are being accepted through noon on March 6<sup>th</sup>. More information - <https://www.floridarealtors.org/about/scholarships>

**Save the Dates for the Awards Celebration and Summit** – this will be a 2 day event with several guest speakers and an Awards Celebration dinner. It's being held April 23 -24 at the Art Ovation Hotel in downtown Sarasota. Many more details to follow.

**Kevin Hagerty with Baldwin Insurance** – he wanted to ensure that there are new home and flood insurance carriers entering our market and more options are available if anyone needs a quote for themselves or customers.