

Company Bi-Weekly Zoom Meeting

5-12-26

Peter Crowley's opening address

- Real purchase of REMAX – Peter is cautiously optimistic after getting more information and notes that the messaging from Real indicates they intend to support REMAX agents and their intention is not to disrupt, but to enhance operations. No changes are expected in the near future, or maybe even the long term.
- ExP acquisition of NextHome – this, as well as the Real/REMAX merger, shows that the technology based companies are looking to add brick and mortar, relationship driven real estate companies and see them as a great value to add to their current models.
- As our season tapers off we're seeing a slow down in activity, showings and pendings, as is typical for this time of year.

Marc Creach – Lower Mortgage, <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Lower%20Mortgage/Our%20Team.pdf>

Marc notes that it's hard to track mortgage rates with the uncertainty in the market, but there are still many products available for buyers

Kevin Hagerty – The Baldwin Group Insurance, 561-560-7075, Kevin.Hagerty@Baldwin.com

Kevin reminded us there are now over 50 insurance carriers in FL and The Baldwin Group can help you find not only homeowner's insurance, but also automobile, umbrella, commercial and other types of policies.

With hurricane season approaching you should encourage your buyers to lock in their policies as soon as possible. You should also evaluate your own policies and, if you don't have it, consider adding flood coverage even if it's not required or if you're not in a documented flood zone.

Blaine Welgraven – Earnnest, <https://earnnest.com/solutions/agents>

Earnnest is the #1 digital payment tool for real estate agents. Consider it like Venmo but with higher transfer thresholds and excellent security and encryption protection. You can download the app from the app store.

The funds transfer through Earnnest is completely trackable

1. Agent emails the request for payment of the escrow to the buyer
2. The buyer clicks a button in the email to initiate the transfer similar to a Venmo transaction. There's no need for a check, or wiring funds.
3. The funds are transferred directly into our REMAX Alliance Group escrow account.
4. All parties receive a transaction receipt. You can use the receipt as the required verification of receipt of escrow.
5. There is typically a flat fee of \$24 charged to the buyer to transfer the funds, but they have **reduced the fee to \$20 for REMAX Alliance Group buyers!**

David Clapp presentation

FL legislators back in session and on the expected agenda

- Tax relief proposals
- Updates to OSTDS – the proposal is for a building permit to be issued if the OSTDS application has been made, as opposed to having to wait until it's been granted

25% of the FL GDP is generated from the real estate industry – Rich States/Poor States report

<https://www.richstatespoorstates.org/states/FL/>

New NAR Consumer Guide for solar panels - <https://www.nar.realtor/the-facts/consumer-guide-how-solar-impacts-a-real-estate-transaction>

The REMAX perspective of the Real buyout:

- Nothing is changing right now
- The REMAX brand is a major asset and is not going away
- The merger creates a larger, more competitive platform
- They are stronger together – Brand + Technology
- Adding REMAX agents = higher production and professionalism
- REMAX agents still offer what others can't
- This is a strategic investment, not a bailout
- Expect some noise, but keep in mind not everything you hear is accurate

REMAX Golf Lifestyles – REMAX is creating a golf brand with Golf Lifestyles

<https://resources.remax.com/rgl/>

REMAX Marketing Studio – we encourage you to see the changes in the Marketing Studio in Max Center, what used to be Marketing as a Service (MaaS).

Zillow + REMAX partnership – REMAX agents have access to the Zillow Preview and Zillow Showcase platforms. Information Landing Page:

<https://view.highspot.com/viewer/79a20a2adcc1a4fd6f0c0e7930804206#668cb624-5c0e-46ae-9436-cde9742db733> REMAX + Zillow | Zillow Preview and Zillow Showcase Platforms Presentation to REMAX Alliance Group on 5/6/26: https://us06web.zoom.us/rec/share/G-8e6Qn_tNUZrqFtK0_8Salr4Dy1qxMIw-tn_oCqrsHzQqlCQ7zm4qVPX9sGhMIA.BsA5Xq2rhiuzGOCi

REMAX + Canva

- Watch the recording of the training by Jessica Jones on 4/30/26:
<https://us06web.zoom.us/rec/share/mep7G1KhDxw6nh-5SHzy5A35NW4u4EVDz0umLfbX8o-blXSkJMnbsHpnNEGQgadf.h3po1nJorEZI-VRx>
- Register for REMAX training webinars going on today @ 3:00
https://remax.zoom.us/webinar/register/WN_2tLHsAUwRVy6CloCgzhByQ#/registration or again on May 19th @ 2:00 (the same webinar is being given on 2 separate days) https://remax.zoom.us/webinar/register/WN_A-r4GJy5RIC469nU8oXEhQ#/registration

Other upcoming training classes

- Canva v Photofy: Understanding the Differences, Thursday, May 14 @ 2:00 Zoom link: <https://us06web.zoom.us/j/86984260511>
- Giving Back w/ REMAX: Understanding the Honor Card & CMN, Thursday, May 28 @ 1:00 Zoom link: <https://us06web.zoom.us/j/87807919343>