

Bi-Weekly Company Zoom Meeting Summary

March 17, 2026

Peter's opening

The market is strong despite world event disruptions

Introducing our new mortgage partner, Lower Mortgage

Guests - Mike Wesson and Josh Mick from Lower Mortgage

Meet the team: <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Lower%20Mortgage/Our%20Team.pdf> and <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Lower%20Mortgage/Your%20Local%20Professionals.pdf>

Lower Mortgage has more and unique products available. Josh reviewed some of their specialized mortgage solutions <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Lower%20Mortgage/Specialized%20Mortgage%20Solutions.pdf>

Lower Mortgage owns Movoto, a lead generation system <https://www.movoto.com/>

Celebrate and Elevate event – Thursday, April 23 & Friday April 24 at Art Ovation Hotel in downtown Sarasota. Lower Mortgage is the premier sponsor for this event. An invitation will be sent out soon, but here is the page with all the information and links to register for the event and to make your reservation for your hotel room at our reduced rate <https://alliancegroupfl.hs-sites.com/2026-awards-and-summit-celebrate-and-elevate>

Dave Clapp Presentation

Solar Panel Contract Contingency – our management team has created our own rider that's now available in appFiles. There is proposed language to address solar panels to be added to the Seller's Property Disclosure but it's not there yet.

Stellar rule changes effective TODAY:

- There are new requirements for public advertising using ranking data
- No longer allowed to have the Builder/Owner name in the public remarks for new construction listings unless it's a resale property when the builder is not the seller and you're using the builder name to describe the property.
- Builder info is not allowed in listing photos in MLS

- For a condo listing, you are allowed to use a photo of a water view as the first photo for the listing, but it can't be a photo of the pool
- People are not allowed in listing photos

Digital Fatigue article <https://www.floridarealtors.org/news-media/news-articles/2026/03/digital-fatigue-drives-new-online-habits>

The legislative session has concluded. Dave reviewed bills and proposals that were and were not approved. Here is FR's final report <https://www.floridarealtors.org/advocacy/2026-legislative-final-report>

RE/MAX LLC updates:

- New 2026 ad campaign has launched with the theme Local and Trusted. New options are available in RE/MAX Hustle, <https://www.remaxhustle.com/>, that include the new ads. Use this link to watch the new videos <https://www.youtube.com/playlist?list=PLadTd4NPtIV4NxeoGkKbBPNwrm1JOukpQ>
- RE/MAX Technology training Agent Education:
 - [Tech Insider: New Tech Releases to Support Your Business - AGENT EDITION](#) (March 25)
 - [Agent Essentials \(Formerly Agent 101\)](#) (April 28-29)
 - [Tech Inside: New Tech Releases to Support Your Business](#)
 - [Agent Technology Foundations](#) - The **Agent Technology Foundations Virtual workshop series** is designed to help roll up your sleeves, dive in with our instructors and discover the impact your MAXTech® tools can have on your business.

NAR Consumer Guides - <https://www.nar.realtor/the-facts>

We're seeing title pirates targeting vacant land lots, be sure to do a lot of research to determine the legal lot owner before you agree to list one. Also, each county property appraiser site has a section to sign up for alerts when there are any changes to your recorded title. Here's the page of the resource center that has those links <https://alliancegroupfl.hs-sites.com/realtor-online-resources>

FR Board Certified – the deadline to apply is March 31st

<https://www.floridarealtors.org/membership/specialties/board-certified>

Introduction of our new social media manager, Lucky Schmidt. Lucky may be reaching out to you to gather content for our company social media pages. If you'd like us to feature one of your listings on our socials you can use this request form from the resource center https://alliancegroupfl.hs-sites.com/feature_request. You can also send content to Lucky at LSchmidt@AllianceGroupFL.com.