

Bi-Weekly Company Zoom Meeting Summary

March 31, 2026

Peter's opening

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. 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://rem.ax/celebrate2026>

Pre-Listing Marketing – several franchise brokerages are aligning with major listing marketing websites like Zillow on a new push to market pre-listed property. Right now this is a non-issue for us as the Stellar MLS rules only allow pre-listing marketing for one business day before the listing goes live in MLS.

Guests

Jessica Jones, Marketing Director – Jessica is available to help you with your marketing needs. She can create print and digital materials for you, or templates that you can reuse on Canva. There's no charge for Jessica's design services, you will only pay for hard costs such as postage and printing, and those charges will be added to your monthly RE/MAX Alliance Group bill. You can reach Jessica at Jjones@AllianceGroupFl.com or 941-316-6514.

Kevin Hagerty, The Baldwin Group Insurance – Kevin reminded everyone of their services and announced that they have brought on a few more homeowners and flood insurance carriers. Kevin can be reached at 561-560-7075 or Kevin.Hagerty@Baldwin.com.

Dave Clapp Presentation

Lower Mortgage – remember our mortgage partners Lower Mortgage. Specialized Mortgage Solutions - <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Lower%20Mortgage/Specialized%20Mortgage%20Solutions.pdf> The Team - <https://478133.fs1.hubspotusercontent-na1.net/hubfs/478133/Lower%20Mortgage/Our%20Team.pdf>

FinCEN – The new FinCEN reporting rules that were put in place this month have been rescinded by the courts and are no longer required.

Updated Fannie Mae condo guidelines - <https://www.nar.realtor/washington-report/changes-in-condominium-underwriting-guidelines>

Zillow Preview – Zillow launched Zillow Preview for listing pre-marketing <https://www.zillow.com/agents/preview/> and homes.com is also launching their coming soon marketing. Again, public facing coming soon listing marketing is not permitted for Stellar MLS members because of their clear cooperation rules that were created because of NAR's clear cooperation rules. Here's an

article on NAR's position <https://www.floridarealtors.org/news-media/news-articles/2026/03/nar-weighs-coming-soon-listings>

Changes to Florida Realtors Sun Stats - <https://www.floridarealtors.org/tools-research/reports/sunstats-custom-interactive-florida-housing-market-reports>

Older Americans Gain Edge – Baby Boomers now make up the largest percentage of homebuyers. <https://www.floridarealtors.org/news-media/news-articles/2026/03/older-americans-gain-edge-housing-wealth>

Beware Tax Scams - <https://www.floridarealtors.org/news-media/news-articles/2026/03/tax-scams-surge-ai-fuels-new-tactics>

Stellar Text Notifications – Stellar MLS now allows you to register to receive text message notifications when your required education is due. Use this link to register to receive the text messages <https://www.stellarmls.com/sms>

Weekly Training Schedule – watch your email for the April training schedule with tech training provided by Gina Bannan over zoom. There's also a bonus training by Jessica Jones for Canva on April 30th. All of the training sessions and their zoom links are also on the company calendar found in the resource center (agresourcecenter.com, scroll to the bottom of the home page)

Crypto Currency scams, “Pig Butchering” - <https://www.nar.realtor/magazine/real-estate-news/scammed-shamed-and-deepfaked-real-estate-agents-speak-out-on-crypto-con>

ANNOUNCEMENT – All offices will close at 2:00 on Friday in observance of Good Friday.