

Bi-Weekly Company Zoom Meeting Summary

April 14, 2026

Peter's opening

Tax withholding service – Peter reminded agents we do provide the service of holding funds from commissions to use for paying federal income taxes. Here is information https://drive.google.com/file/d/1_Rg7kvlX6lmRUXHt3xqJ-yVVC8ZNMHO5/view?usp=sharing and you can contact Kathy Burr in the accounting department at KBurr@AllianceGroupFL.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. 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>. Today is the last day to register for the awards dinner.

RE/MAX and Zillow Showcase – RE/MAX has partnered with Zillow to provide exclusive services as part of Zillow Preview (which is limited for us because we aren't able to market pre-listed property) and Zillow Showcase. Here's Q&A info <https://resources.remax.com/remax-and-zillowpreview-faq/>

Roger Piro is joining the Stellar MLS board – it will be nice to have representation for RE/MAX Alliance Group agents on the board.

FyrstUp – don't forget the FyrstUp app is available to market your coming soon listings to only RE/MAX Alliance Group agents which is allowed under the current rules. You can download the FyrstUp app in the app store. Here is a link to a quick recorded FyrstUp training session <https://vimeo.com/1068252419?share=copy> and if you have questions you can contact Karen Cox, KCox@AllianceGroupFL.com or Gina Bannan, GBannan@AllianceGroupFL.com.

Dave Clapp Presentation

Real Estate Fraud – RE fraud is rising, this article provides the red flags <https://www.floridarealtors.org/news-media/news-articles/2026/03/real-estate-fraud-rising-know-signs>
You can also do these things to safeguard yourself:

- An email address can be created to match the name of the property owner, so don't rely on email
- Request a phone number to speak to prospective clients. It's a red flag if they refuse to provide one.
- If they provide a phone number, run it through Forewarn <https://www.floridarealtors.org/tool-research/forewarn>
- Ask for a copy of the property title insurance, a closing statement, a survey or any legal documents to prove they own the property
- Don't use other people's zoom links. Fraudulent links can be sent that will download malware and allow hackers to get access to your computer and network.

RE/MAX and Zillow – RE/MAX has partnered with Zillow for 2 Zillow services, Zillow Preview and Zillow Showcase. Here is information about the programs <https://view.highspot.com/viewer/79a20a2adcc1a4fd6f0c0e7930804206?rmxv=1776099150#668cb624-5c0e-46ae-9436-cde9742db733> and here are training classes you can register for <https://app.zuddl.com/zillow/zillow-preview-training-sessions-j5f/>

Code of Ethics Hearings – David reviewed 3 ethics hearings and their results <https://www.floridarealtors.org/news-media/news-articles/2026/03/closer-look-code-ethics-hearings>

Realtor sold their own home scenario – David reviewed this scenario and what to watch out for when selling your own home <https://www.floridarealtors.org/news-media/news-articles/2026/03/realtor-sold-own-home-then-happened>

Fewer hurricanes predicted this year – David shared the report about this year’s hurricane predictions <https://www.floridarealtors.org/news-media/news-articles/2026/04/early-hurricane-outlook-points-fewer-storms>

Florida is short on housing units – David shared this report <https://www.floridarealtors.org/news-media/news-articles/2026/04/florida-short-about-121k-housing-units> The report includes an interactive map that shows the trends in local areas <https://florida-housing-data-project.reason.org/report>

Florida leads in Master Planned Communities – David shared this report and reviewed the communities in our market areas that are included <https://www.floridarealtors.org/news-media/news-articles/2026/04/florida-leads-master-planned-communities>

NAR Consumer Guides and the Guide for Financing Renovations – The NAR Consumer Guides can be found here (scroll down the page) <https://www.nar.realtor/the-facts> Here is the specific guide Financing a Renovation When You Buy <https://www.nar.realtor/the-facts/consumer-guide-financing-a-renovation-when-you-buy>

Showing Time Class – a representative from Showing Time is doing a training on the platform’s new and basic features exclusively for RE/MAX Alliance Group tomorrow, April 15 at 2:00. Here is the zoom link to join <https://zillowgroup.zoom.us/j/94989437198?pwd=ga4poyGqm0GplxbmAO2RyLhRCMNYH9.1>