

Myths vs. Facts:

What You Heard vs. What's Really Going On

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Florida Focus: Myth vs. Reality

Myth: “The Florida real estate market is in free fall.”

- Fueled by social media, headlines, community chatter
- Social media
- Press
- Community



Florida Focus: Myth vs. Reality

Reality:

- Florida remains a place of strong opportunity
- Market is adjusting - not collapsing
- You are the solution
- The Realtor® voice matters more than ever



National View: Myth vs. Reality

Myth:

- “The settlement will destroy the industry”
- “The 3-way agreement is dead”



National View: Myth vs. Reality

Reality:

- The settlement has made us better:
more transparency and awareness- better customer service
- The system is adapting and evolving
- We are stronger together
- Follow the data, not the noise



Industrywide Myth vs. Facts

Myth:

- Artificial Intelligence will make the Realtor® irrelevant
- Consumers want private listing networks
- The Legislature wants to eliminate all oversight and CE for the industry



Industrywide Myth vs. Facts

Facts:

- The market follows data, not drama
- AI is a resource, not a threat or an enemy
- Realtors® are still the heart of the community
- Inflation, interest rates and unemployment



A.M.A.

“Ask Margy Anything”

“This could be dangerous...” 🤗



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