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SOUTHERNMOST REAL ESTATE CONFERENCE



July 16-18

Cheeca Lodge & Spa | Islamorada



KWAR
KEY WEST ASSOCIATION OF REALTORS[®]

MIAMI
REALTORS





CONFERENCE

Conference Schedule

DOWNLOAD PRESENTATION SLIDES: district4conference.com



WIFI: relax2025

WEDNESDAY | July 16, 2025

3PM Registration Opens

5PM Broker Roundtables | Brokers Only

7-9PM Reception | Taco Bar – Fire-Roasted Mojo Pig – One Drink Ticket – Games – Music
Fun – 9 Hole Golf Course – Domino Tournament – Big Jenga

THURSDAY | July 17, 2025 | Main Track | Islamorada III

8:30AM Registration & Continental Breakfast

9AM Opening Remarks | [Fernando Arencibia, Jr.](#) | District Four Vice President

- Legal Update | [Evian White De Leon, Esq.](#) | MIAMI REALTORS® COO & Chief Legal Counsel
- Transitioning to Commercial RE | [Jose Serrano](#) & [Jennifer Wollman](#)
- Upcoming Changes to Rate of Growth Ordinance in Monroe County
[Emily Schemper](#) | Sr. Director Planning & Environmental Resources
- SBA in Real Estate | [Alian Collazo](#) | MIAMI Commercial Chief & Former SBA Loan Officer
- Monroe County Commissioner | [Holly Merrill Raschein](#)
- What Today's Buyers Want & How Developers Respond to Climate & Coastal Pressures
[Don Horton](#) | CBO CRC, [Jennifer DeBoisbriand](#) | Village Planning Director and [Ty Harris, PA](#)

12-1:30PM Plated Lunch | **Meet Your Florida REALTORS® Leadership**

- Strategic Insights: Maximizing Market Momentum | [Ana Bozovic](#) | Analytics Miami
- The Power of Google, AI & Social | [Alex Ayub](#) | RealGrader
- Live Local Deep Dive | [Alexis Catalayud](#) | Florida State Senator
- Business Brokerage: Navigating the Buying & Selling Process | [Denise Chambers](#)
- Value of Advocacy | [Gus Fonte](#) | 2025 MIAMI REALTORS® Chairman of the Board
- How to Do Business Now | [Juana Watkins](#) & [Evian White De Leon](#)

THURSDAY | July 17, 2025 | YPN Track | Islamorada II

10AM Be the Mayor of Your Sphere – Be the Center of Your Network | [Alexia Mann](#)

- Maximizing Returns | [Duriel Taylor](#)
- Bulletproofing Your Transaction | [Simo Labriti](#), [Darnell Aponte](#) & [Edward Geuardinu](#)
- Mastering Your Lead Funnel to Increase Conversion | [Wesley Ulloa](#)
- Your Brand, Your Business | [Tara Carter](#)
- Command MLS Data with AI | [David Abernathy](#) & [Jaime Kriske](#)
- Own The Room: From Stage Fright to Spotlight | [Sophia Allen](#)
- How to Train a VA | [Cindy Summer Perez](#) & [Bethany Martinez](#)
- Holistic Real Estate | [Gabby Murillo](#)
- Legends & Millennials | [Cyndee Hayden](#), [Fernando Arencibia](#), [Tim Weisheyer](#),
[Tara Carter](#), [Alexia Mann](#) & [Gabby Murillo](#)

FRIDAY | July 18, 2025

8:30-9:30AM Full Breakfast Buffet & Networking

9:15AM Legislative Update | [Jim Mooney](#) & [Alexis Catalayud](#)

- Trending Topics of Risk | [Juana Watkins, Esq.](#) | FR VP of Law and Policy & General Counsel
- Myths vs. Facts: What You Heard vs. What's Really Going On
[Margo Grant](#) | Florida REALTOR® CEO
- Residential Market: Update South Florida & the Keys
[Brad O'Connor](#) | Florida Realtors® Chief Economist
- No Nonsense, No Excuses: Your Business, Your Responsibility | [Steve David](#)

Noon Conference Wrap-up | [Fernando Arencibia, Jr.](#) | District Four Vice President

Program & speakers are subject to change

