

Association Update:

Achievements & Innovations



ORLANDO REGIONAL
REALTOR[®]
ASSOCIATION



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Cliff Long
CEO of ORRA
MODERATOR



Rose Kemp
2024 ORRA President



Lawrence Bellido
2024 President-Elect

Agenda

- Association Achievements & Highlights
- Regulatory Updates & Market Trends
- Professional Development & Member Success
- Technology and Tools
- Q&A Session
- Thank you!

ASSOCIATION ACHIEVEMENTS & HIGHLIGHTS



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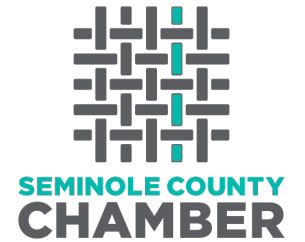
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Association Achievements

- New headquarters
- Hiring a new Executive Director of ORRF – Susan Plasencia
- Introduced new lockbox provider



Community Involvement



FINANCIAL HEALTH



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Financial Stability

- Asset ownership (*3 buildings*)
- Commitment to Lee Road investment
- Successful audit



ADVOCACY EFFORTS



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Advocating for Your Success

ORANGE COUNTY

- **Constitutional Offices:**
 - Sheriff John Mina
 - Clerk of Court Tiffany Moore Russell
 - Comptroller Phil Diamond
 - Property Appraiser Amy Mercado
 - Supervisor of Elections Karen Castor Dentel
 - Tax Collector Scott Randolph
- **School Board:**
 - District 6 Stephanie Vanos
 - District 4 Kyle Goudy
- **Commissioner:**
 - District 5 Steve Leary

SEMINOLE COUNTY

- **Constitutional Offices:**
 - Sheriff Dennis Lemma
 - Clerk of Court and Comptroller Grant Maloy
 - Property Appraiser David Johnson
 - Supervisor of Elections Chris Anderson
 - Tax Collector J.R. Kroll
- **School Board:**
 - District 3 Abby Sanchez
 - District 4 Carl Tipton
- **Commissioner:**
 - District 3 Lee Constantine
 - District 5 Andria Herr

98% of candidates endorsed by ORRA have been elected



MARKET TRENDS UPDATE



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INVESTING IN YOUR SUCCESS



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New Headquarters

- TV Studio
- Podcast Room
- Conference Center
- Innovation Lab
- More Classroom Space



Empowering You with Technology

- SentiLock
- Website and Member App
- Tech Innovation Lab
- MLS-related Tools





ORRA EVENTS

Some exciting upcoming special events, ranging from Grand Opening, Holiday Party, 2025 Inaugural, 2025 Florida REALTORS Mid-Winter Business Meeting, and more!



Maximizing Your Membership

Councils & Committees

- Tech lab- tech committee
- Diversity council
- Communications Committee
- Finance Committee
- Military Advisory Council
- Global Real Estate Council
- Commercial Council Operations Committee
- YPN



Advent Health



Q/A





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Thank you