



Emerald Coast Association of REALTORS®



## FOR IMMEDIATE RELEASE

### **CONTACT:**

Michaela Benjamin  
Communications Director  
Emerald Coast Association of Realtors  
Office: 850-243-6145  
Cell: 850-217-6159  
michaela@ecaor.com

### **Local Realtors Attend Florida's Largest Real Estate Event of the Year**

**ORLANDO, FL, August 26, 2010** – More than 50 members of the Emerald Coast Association of Realtors (ECAR) attended Florida Realtors 94<sup>th</sup> annual Convention & Trade Expo held August 25-29, 2010, at the Rosen Shingle Creek in Orlando, Florida. “ECAR members took this great opportunity to show their influence at the state level due to our wonderful level of participation,” says Mary Anne Windes, ECAR President.

ECAR has 30-plus Realtor members serving on state committees. Four ECAR members are Vice Chairs for 2010 and will become committee chairs in 2011. Eleven directors also serve on the Florida Realtors Board of Directors.

Each year, the Convention & Trade Expo brings Realtors from around the state together to discuss and vote on key issues that shape their profession and state association. In addition to committee meetings, members attend educational seminars on topics such as getting the most out of the latest technology; using social networking as a marketing tool; customer relationship management; working with international clients; and real estate industry trends. More than 35 education sessions were available for convention participants to attend this year.

Some of the top industry speakers featured during the 2010 Florida Realtors Convention included: Terri Morrison, who discussed how to work with international clients; Todd Carpenter, who discussed technology trends and their business applications; and best-selling author and motivational speaker Jon Gordon, who inspired attendees with his “Get on the Energy Bus”



Emerald Coast Association of REALTORS®



address at the Keynote Awards Luncheon. Real estate professionals throughout the state took advantage of this year's Trade Expo, which had more than 118 companies showcasing the latest products, technology, and other business tools.

*Florida Realtors, formerly known as Florida Association of Realtors, serves as the voice for real estate in Florida and provides programs, services, ongoing education, research, and legislative representation to its 115,000 members in 67 local boards/associations throughout Florida.*

*The Emerald Coast Association of Realtors is a not-for-profit trade association with over 2300 members. The mission of the Emerald Coast Association of Realtors is to assist all members in promoting their success through education, marketing, and member services.*

###