



Florida REALTORS® Use Game Changer Grant and Market Enthusiasm to Help Welcome Republican National Convention to Tampa Bay

REALTORS® are not shy about capitalizing on opportunity, and the Florida REALTORS® were no different when they found out that the Republican National Convention would be held in their own back yard this August.

Florida REALTORS® put together a sponsorship proposal to work with the Republican National Convention's Host Committee in Tampa Bay to welcome the 60,000 guests, delegates, media and elected officials. The 115,000-member Florida Association submitted their plan to the REALTOR® Party Game Changer Competition and won one of the 11 grants. The \$25,000 grant, along with funds and resources of their own, helped to put messages about the importance of homeownership and the opportunities in today's real estate market before the throngs who gathered in Tampa for the convention.

"The first thing we did was to sponsor the welcome video that went out to delegates and invited guests in advance of the convention," explains John Sebree, Florida REALTORS senior vice president of public policy. "This was a great way to get our name out there as a leader in the community and as an important part of our state's economic health," he says.

The video featured a number of different business and community leaders talking about visitor highlights and facts about the area. "While the video didn't feature real estate, it did put our name on something that promoted all the great reasons to live in and visit Tampa and the surrounding area – it's a subtle, but important way to link REALTORS® to the vibrancy of our economy," Sebree explains.

Florida REALTORS® also helped to sponsor "Front Row Tampa Bay" – a four-day, live web TV broadcast showcasing life and economic opportunity across Florida. We got sponsorship publicity, as well as broadcast interviews with members of our association talking about opportunities in today's real estate market. Check out [one of the interview segments with Florida REALTORS®](#).

Additionally, this savvy state association made NAR's [Homeownership Matters Video](#) available to the convention's host committee to be shown as delegates and guests were waiting in line to get into the convention center. However, the rainy, windy weather precluded many of the outdoor plans, so that never happened. "But it seemed like a good idea at the time," Sebree says, "because that video does a good job of showing why homeownership is an important issue that transcends party politics and matters to everyone."

The 2012 Florida REALTORS® President Summer Greene, adds: "By getting out front at both political conventions, REALTORS® get added exposure to key policymakers and make a very real case for real estate issues on both sides of the aisle."

"Our monetary involvement, as well as our physical presence and participation, at both conventions is key," she says.



“There’s an old saying – ‘If you’re not at the table, you’re on the menu,’” laughs Greene, who was a delegate to the Democratic Convention in Charlotte, NC., in addition to spearheading the “REALTOR® Welcome” to the Republican Convention attendees.

Greene travels not only her state, but across the country making the case for political involvement by REALTORS®. She says: “REALTORS® need to get involved politically, because that’s their livelihood. What affects you as a REALTOR®, affects every member of your community back home. Our issues are everybody’s issues.”

To learn more about the Florida REALTORS® sponsorship of the Republican National Convention, as well as their participation in both political conventions, contact John Sebree, Florida REALTORS® senior vice president of public policy: johns@floridarealtors.org/ 850-224-1400.