

Florida Realtors spread gospel of sunshine

WEST PALM BEACH, Fla. – April 10, 2008 – About 14 Florida property practitioners, including Realtors Association of the Palm Beaches Chairman John Mike, are in the United Kingdom through April 13 to create referral relationships with British real estate agents.

The idea is that the Realtors' U.K. counterparts would refer clients interested in buying property in the Sunshine State; and, in turn, the Florida Realtors would send a share of their commission to their U.K. partner when a transaction is completed.

"Thousands of U.K. residents come over and buy without any direction from someone with international experience," says Mike. "We think it's really important they have some guidance so they don't make a decision they might regret later."

For one thing, Mike says that Florida's high property taxes surprise British buyers; and Realtors must also clear up misconceptions about hurricanes.

In addition to generating sales leads, the trade mission gives the Florida group a chance to help U.K. agents professionalize their industry, which currently lacks regulation, a licensing process and a Multiple Listing Service.

Source: Atlanta Journal-Constitution (04/05/08) Emling, Shelley

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