

SOUTH FLORIDA AGENT MAGAZINE

CONTENT OPPORTUNITIES 2022

South Florida Agent magazine delivers local news and information to residential real estate professionals throughout Miami-Dade, Broward and Palm Beach counties. We take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers, the residential real estate professionals that make the South Florida market move.

- **Multiple articles** published online **daily**
- Reaching a readership of **more than 100,500 real estate professionals**

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SUBMIT PRESS RELEASES/MAKING MOVES

ONGOING

The editors at South Florida Agent magazine are happy to receive your press releases. Press releases that are most likely to be used will provide information about new hires, brokerage mergers and acquisitions, personnel changes and promotions, new technology, and other news that would be interesting to our readers.

Just brought on a top producer? Acquiring a competitor? Make sure everyone in South Florida real estate knows about the big news at your company.

Please note the difference between a press release and an ad: If the purpose of the release is strictly to promote a product or service, it will not be considered suitable for coverage.

Please send press releases to: sales@agentpublishing.com.

There is **no fee** to submit a press release.

If you have promotional news that you would like to submit, please see our advertising and premium content opportunities (pg 5).

WHO'S WHO IN SOUTH FLORIDA RESIDENTIAL REAL ESTATE

PUBLISHES IN MAY

Nominations begin in **December 2022**

Published in **print** and online **Monday, May 2, 2022**

Who's Who in South Florida Residential Real Estate is a special annual issue where South Florida Agent magazine recognizes influential people who make up the South Florida residential community. All participants must be invited. Participants may include residential agents, managing brokers, broker-owners, developers, lenders and affiliates. Although there are many top producers who participate, the requirements to be invited to participate have more to do with quality of work, positive representation and consistent reliability than sales figures. The print issue is delivered to more than 500 offices throughout South Florida.

Each participant will have a bio written by the South Florida Agent team and a professional photo taken by our photographers, both of which they are free to use in personal branding and company marketing materials.

If you have a person or team you would like to nominate, please send their name, company information and email address (along with your own contact information) to: sales@agentpublishing.com.

Please note that there is a fee to participate in Who's Who.

No more than twelve people from any one lender can participate.

No more than five people can participate as a team, although they can participate individually.

All team members must be a bona fide team, working under one number.



AGENTS' CHOICE AWARDS

PUBLISHES IN SEPTEMBER

Nominations due: **Monday, Sept. 26, 2022**

Voting: **Monday, Oct. 3, 2022**

Finalists: **Monday, Oct. 24, 2022**

Award presentation event: **TBD** (generally a few days before the issue is published)

Issue published: **Monday, Nov. 7, 2022**

The categories include:

- Rookie of the Year
- Developer of the Year
- New Development of the Year
- Best Brokerage Website
- Best Agent Website
- Best Team
- Best Dressed
- Lender of the Year
- Loan Officer of the Year
- Charitable Service Award
- Association VIP
- Managing Broker of the Year
- Industry MVP

If you would like to nominate anyone for this award, please send your nominations to: kerrie.kennedy@agentpublishing.com.

There is **no fee** to participate in Agents' Choice Awards.

EVENT COVERAGE IN 'THE SCENE'

ONGOING

Our event section, called 'The Scene,' is one of the most popular features of the website. To have your event considered for The Scene, send us the details of the event.

If your event is selected for coverage, our photographer will take photos and collect names. We may ask you to help confirm names, companies, spelling and other details. We publish some events we attend in print and nearly all events we attend online. Events that have been advertised with South Florida Agent magazine will get priority coverage.

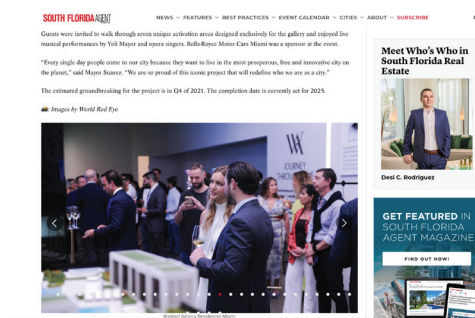
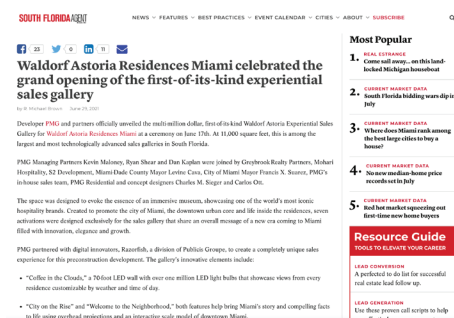
The events eligible for coverage are:

- New construction development grand openings
- Grand openings of new offices
- Company events, including parties, awards, golf outings etc.
- Charity events
- Association events

For scene coverage, contact: sales@agentpublishing.com.

There is **no fee** to be featured in The Scene.

ALL EVENTS MUST BE INDUSTRY FOCUSED AND HAVE ONLY INDUSTRY PERSONNEL AS ATTENDEES. Events that target consumers or clients and events that center around commercial real estate will not be photographed. For events that may have a mixed group, contact us to see if coverage is warranted.



While we generally do not cover open houses, there are a few exceptions to this rule. Please contact us if you feel yours may be eligible.

AGENT SNAPSHOT/LENDER SNAPSHOT

ONGOING

These features are a short Q&A with an agent, lender, developer or affiliate. We publish snapshots year-round. To be considered, the person highlighted should be an active industry professional.

AGENT SNAPSHOT

If you or someone you suggest would like to be featured in Agent Snapshot, please fill out the submission form here: <https://southfloridaagentmagazine.com/agent-snapshot-questionnaire>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Agent Snapshot.

See on our website: <https://southfloridaagentmagazine.com/category/agent-snapshot>

LENDER SNAPSHOT


If you or someone you suggest would like to be featured in Lender Snapshot, please fill out the submission form here: <https://southfloridaagentmagazine.com/lender-snapshot-questionnaire/> We will contact you if we decide to use your submission.

There is **no fee** to be featured in Lender Snapshot.

See on our website: <https://southfloridaagentmagazine.com/category/lender-snapshot/>

SOUTH FLORIDA AGENT NEWS • FEATURES • BEST PRACTICES • EVENT CALENDAR • CITIES • ABOUT • SUBSCRIBE

Morgan Blittner
August 23, 2021



What is the most difficult aspect of your job?
You must know who you can trust. In this market, off market properties are a huge part of my business and those must be guarded closely.

What's your best advice for generating new leads?
For me, it is all relationships and trust, and the rest will follow. I am almost always on, and extremely responsive.

What are you binge-watching/reading/listening to lately?
Last binge watch was Peaky Blinders and The Crown. I usually listen to podcasts while jogging. Lately I am listening to On Brand with Donny Deutsch. I'm currently reading Foolish by Randomness by Nassim Nicholas Taleb.

What's your favorite meal in South Florida?
I am a food guy, so I have a few. Wabi Sabi for quick Sushi, Nave in Coconut Grove is great, and the family and I love to go to Lucati!

Architecturally speaking, what is your favorite

Most Popular

- REAL ESTATE**
Come sail away...on this land-locked Michigan houseboat
- CURRENT MARKET DATA**
South Florida bidding wars dip in July
- CURRENT MARKET DATA**
Where does Miami rank among the best large cities to buy a house?
- CURRENT MARKET DATA**
No new median-home price records set in July
- CURRENT MARKET DATA**
Red hot market squeezing out first-time new home buyers


Resource Guide
TOOLS TO ELEVATE YOUR CAREER

LEAD CONVERSION
A perfected to do list for successful real estate lead follow up.

LEAD GENERATION

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Bonnie Heatzig
July 26, 2021



What's your best advice for generating new leads?
The best advice is to keep up with your relationships with every past client. My past clients have been a tremendous lead and referral source. I often say they are my greatest gifts that keep on giving.

What are you binge-watching/reading/listening to lately?
I wish I had time to binge anything! I find that in my downtime, my husband and I choose to keep the phones away, the television and computers off, and we focus on quality time together talking and taking deep dives into our respective days.

What's your favorite meal in South Florida?
I am a huge fan and patron of Trattoria Romana here in Boca Raton. The service is routinely superb and the food is consistently outstanding. My favorite meal is the Langostino Organista with a side of Insalata di Arugula. My mouth is watering just thinking about it!

What was your most interesting job before going into real estate?
After graduating law school, I practiced law with one of New England's largest law firms, Robinson & Cole. At Robinson & Cole, I acquired a strong foundation in transactional law matters. My experience practicing law among some of the most respected and talented attorneys in the country has been a gift of knowledge and confidence that has served me my entire professional life.

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LEAD GENERATION
Use these proven call scripts to help

MY STYLE

ONGOING

Our fashion feature, My Style is highly read and frequently shared online. In My Style, we photograph a fashionable industry professional and publish the photo with their answers to our style-related questions.

If you know a fashionable agent you'd like to see in My Style, please send their contact information to kit@agentpublishing.com for consideration.

There is **no fee** to be featured in My Style.

See on our website: <https://southfloridaagentmagazine.com/category/my-style/>

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Luis Ricardo Fernandez, director of luxury division and team leader, LRF Group, Coral Gables
by James McClester September 20, 2016

Number of years in real estate: 22

Describe your look: Classic/conservative

What do you consider a "fashion don't?" Sneakers with a \$1500 Canali suit.

What is your favorite piece of clothing and why? A tie. A quality tie can make an inexpensive suit look first rate. Conversely, a poor-quality tie can make an expensive suit look ordinary.

What do you consider a must-have accessory? A quality gentleman cologne. One of my favorites is Bond No. 9 Riverside.

Where are your favorite places to shop? Bertini Miracle Mile & Nordstrom.

What, besides your wardrobe, completes your look? Confidence and the ability to be comfortable in my own skin.


What is in your bag/briefcase? Contracts.

My closet is full of...Suits and ties.


What is your style advice for other people in the industry? Follow the Law of Attraction: Dress for what you want to attract.

Hugo Boss shirt and tie, Bironi tie, Canali suit, and Johnston & Murphy shoes


Do you have a signature style? To be profiled in this feature, send a note to Kit@AgentPublishing.com




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LEAD GENERATION
Use these proven call scripts to help you effectively engage prospects, overcome common objections, and get new clients.

BUSINESS DEVELOPMENT
Become a top producer with a business plan that works for you

BEST PRACTICES
Learn and get certified on the fundamentals of real estate

ASSISTANTS
Train and certify your assistant for success

Meet Who's Who in South Florida Real

OTHER PITCHES, IDEAS, TIPS AND SUGGESTIONS

ONGOING

Photoshoot locations

The editorial team at South Florida Agent magazine likes to photograph covers and features in local properties. We are able to bring top producers and industry influencers to locations throughout the city and suburbs and then promote the shoots on social media. If you would like to offer your new construction building's amenity floors, lobbies or extraordinary properties for sale or rent to be used as a photoshoot location for Who's Who, My Style or events, please contact: kit@agentpublishing.com.

Pitches for cover stories and sidebars, tips and suggestions

You may send pitches and ideas for articles at any time. We are happy to hear from readers and company representatives anytime! If you have any interesting ideas, stories, suggestions or tips, please send them to: sales@agentpublishing.com.

PREMIUM CONTENT

ONGOING

South Florida Agent magazine offers paid content to help amplify messages and make information easily available in online search. These opportunities include:

Sponsored Posts

Position your story to drive additional exposure for your brand and promote your business.

Developing South Florida

A multichannel feature, this option includes an article on South Florida Agent's website that showcases a new development, with photos and information on its special amenities, affordability or luxury features, community impact and more.

Listing of the Week

This feature offers the perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

Real Influencers

Share your individual real estate success story, including your most noteworthy career experiences, accomplishments and what inspires you to create a positive impact on the industry.

Team/Company Profile

A creative and compelling way to showcase your brand, this profile allows companies to demonstrate expertise and gain exposure for products, solutions and industry achievements.

Tech Watch

Present your real estate tech solution — CRM software, mobile app, data analytics platform and more — and share how and why agents use it to grow their businesses.

For information about these and other advertising opportunities, contact: sales@agentpublishing.com.