

FLORIDA

FLORIDA REALTORS®
CONVENTION &
TRADE EXPO
pg. 15

Plus

- ☆ Alexa, Send Me Qualified Leads!
- ☆ 33 Signs of a Professional
- ☆ Photo Copyright Violations
- ☆ Sexual Harassment Complaints

JUNE 2019

THE BUSINESS
MAGAZINE
OF FLORIDA
REAL ESTATE

floridarealtors.org/magazine

Realtor

DON'T
GET
CRUSHED BY
LAWSUITS



Listing Strategies

MATCH YOUR LISTINGS WITH A PHOTOGRAPHER

One size does not fit all when it comes to photographing your listings. That's why it's vital to choose the right person for the job.

BY SARAH ANDERSON



Photographs are a powerful tool in a real estate agent's arsenal to help market properties, especially in today's world of online and social media marketing, where striking images often command more attention than words.

Don't rely on poorly lit and composed photographs and expect a home to sell quickly. Today's buyers want appealing eye candy that only professional photographers can provide.

However, not all professional photographers are created equal. Every listing presents its own challenges and some photographers are more skilled at capturing the beautiful finishes, architectural details and spaciousness of luxury mansions or estates, while others are more experienced photographing starter homes or condos, using their trained photographic eye to make confined spaces appear more welcoming, expansive and brighter.

Real estate agents should examine photographers' works and experience to decide if the photographer is right for their specific listing.

Sarah Anderson is Vice President of Marketing at VHT Studios (VHT.com), a real estate photography and visual marketing services company.

OPPORTUNITY ZONES OFFER TAX BENEFITS

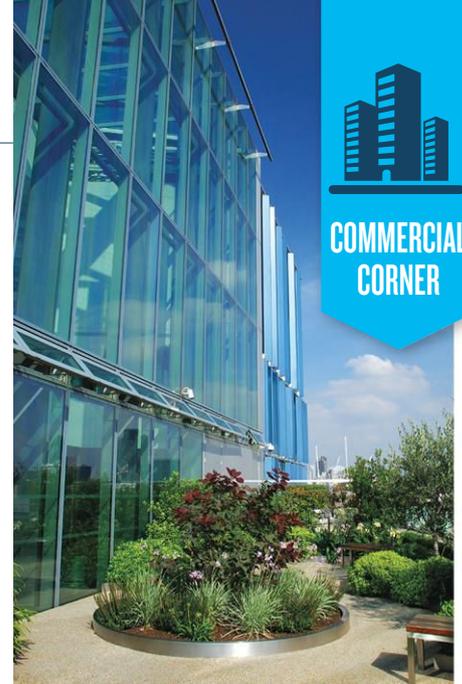
Tenants, landlords and investors could benefit from Opportunity Zones.

Since being established by the Tax Cuts and Jobs Act of 2017, federal Opportunity Zones have sprung up throughout Florida offering significant capital gains tax benefits to commercial real estate investors. An Opportunity Zone allows for certain investments in lower income areas to have tax advantages.

"Opportunity Zones are great vehicles for attracting investment capital to designated areas for redevelopment," says Ted Konigsburg, president, Infinity Commercial Real Estate in Miami. "But they can also be used for capital improvements by tenants or for landlords who have the critical mass necessary to outweigh the costs."

Under this relatively new federal program, an investor, business or group that has generated capital gains could form an Opportunity Fund to purchase properties in these designated areas on a tax-deferred basis. If the property is held for 10 years or more, the investors may qualify for 100 percent forgiveness of capital gains taxes on the original funds and also defer taxes on any gains generated by the new investment.

However, tenants and landlords can also form Opportunity Funds and receive similar



capital gains benefits, says Konigsburg, who represents a multitenant property in a City of Hollywood Opportunity Zone.

One example is a tenant with a long-term lease who wants to make specific modifications or improvements to a building. "Let's say a growing pharmaceutical, aerospace or biomedical company has a long-term lease at an ideal location," Konigsburg says. "Before investing \$2 or \$3 million in tenant improvements, the business could create a fund to defer capital gains taxes."

A property owner with multiple properties in a designated area might also have enough "critical mass" for the tax benefits to the costs associated with forming and operating an Opportunity Fund. "Commercial brokers should discuss this evolving strategy with their clients," Konigsburg says. "It has the potential to be financially beneficial to businesses and owners as well as investors."

EFFECTIVE DATE: JULY 1, 2019

BE PREPARED FOR NEW FREC ADVERTISING RULES

New team advertising rules start next month.

The Florida Real Estate Commission (FREC) team ad rule goes into effect July 1, 2019. At press time, changes were going through the approval process. For the most up-to-date info, go to <http://bit.ly/FRECTeamadrules>



NOW YOU KNOW

FIND INSPIRATION.

Entrepreneurship starts with an idea that often stems from inspiration. Lacking that, can result in stagnation or a failed enterprise. Do this to cultivate inspiration: Meet with like-minded leaders and speakers, read books about topics outside of your industry and tailor an existing idea to your business. —Source: Peter J. Strauss (www.peterjstrauss.com), attorney, entrepreneur and author of "The Business Owner's Definitive Guide to Captive Insurance Companies."