



GROW YOUR BUSINESS

FLORIDA AGENT EDUCATION

The Growth Advantage Program

Helping agencies close the gap in marketing and Realtor® relationships

The Growth Advantage Program is not a class or a one-size-fits-all training. It's a practical, personalized program delivered through a series of in-person sessions tailored to your unique goals and digital presence.

You'll receive custom worksheets, video support, and simple action steps designed to improve your visibility, consistency, and connection with the Realtors and clients you serve.

We will do this together through the following six sessions:

SESSION 1: Digital Audit Review

A comprehensive walkthrough of your current digital marketing efforts.

SESSION 2: Website

We'll evaluate the performance, structure, and usability of your website.

SESSION 3: SEO / Google Business Profile

Focuses on improving your visibility in local searches.

SESSION 4: Social Media

Learn how to show up consistently with authentic, people-focused content.

SESSION 5: Email Marketing / CRM

Establish or refine your client database and Realtor® communication strategy.

SESSION 6: Realtor® Experience

Explore how you serve your Realtor® partners before, during, and after closing.

Our goal with this program is to give you tailored marketing support without needing to hire an outside agency or spend hours figuring it out alone.

We understand this requires commitment from both you and Old Republic Title. While the program will be provided at no cost, it does involve time, effort and accountability from both sides to achieve meaningful results.

What Old Republic Title is providing:

- A detailed Digital Audit of your current digital presence.
- A personalized marketing roadmap with clear, simple action steps based on your business needs.
- 6 in-person consulting sessions with our trainer to walk you through the game plan and help you stay on track.

What we ask from you:

- Join our trainer for monthly in-person sessions.
- Consider the simple changes we suggest.
- Share honest feedback about your experience in the program.

FREC Accredited 2-Hour Courses

1031 Basics and Understanding FIRPTA

Understanding FIRPTA doesn't have to be intimidating. This course provides a practical overview of when FIRPTA applies, the most common exemptions, and the documentation required for foreign seller transactions. While this course does not provide legal or tax advice, participants will learn how to identify potential FIRPTA issues early, ask the right questions of tax professionals and FIRPTA attorneys, and work effectively with the settlement agent to help keep transactions on track from contract to closing.

Contract, Commitment, and Closing

This session covers the Florida "As Is" contract effective December 2024, the importance of working with the title agent, and understanding the title commitment, policy, lender instructions and requirements. The session concludes with potential pitfalls that may occur and how they can be avoided. A great course for those new to real estate and a great refresher for those seasoned agents as well.

Canva: How to Create Irresistible Graphics with AI

Whether you're a beginner or a seasoned marketer, Canva's AI-powered tools make it easy to create eye-catching graphics that stop the scroll and get clients calling. In this fun and hands-on class, you will learn to instantly design professional social media posts, flyers, and listing graphics, and use text-to-image to generate unique property photos, lifestyle shots, or creative backgrounds. Save time with smart resizing, templates, and brand kits. Elevate your marketing game—without any graphic design experience!

Deeds & Ownership and Signature Requirements

Who really owns the property, and who has the right to sell it? This two-part course untangles one of real estate's trickiest corners. Part One decodes how title is held: tenants by the entireties, tenants in common, joint tenants with survivorship, trusts, and the deeds that move it. Part Two cracks the signature puzzles that trip up seasoned agents: homestead rights, and how divorce, power of attorney, probate, and trusts change who signs. Know the answers to avoid a guessing game at the closing table.

Real Estate Mastery: From Contract to Closing, and Building the Business Behind It

Think you know what happens between "just listed" and "sold?" This two-part course pulls back the curtain on everything that makes or breaks a deal: vetting sellers, decoding PACE assessments, chasing expired permits, nailing wire instructions, and finally making sense of that ALTA settlement statement. Then we flip the script: you'll build a real estate business plan with SMART goals, a SWOT analysis, and productivity tricks like the Eisenhower Matrix and time blocking. Come for the closing checklist; stay for the 90-day game plan that helps you grow your business.

FREC Accredited 2-Hour Courses

Effectively Using Social Media in Real Estate

The marketing game has changed and the agents winning today are the ones who've mastered social media. This course shows you how to stop guessing and start strategizing: which platforms reach your target audience? What type of content earns attention, and how can you build a digital marketing plan that grows your reach and gets results? You'll walk away with six practical tips built on the tools that matter most, plus three content strategies worth putting to work right now. If your marketing still looks like it did five years ago, this is the reset you've been looking for.

How to Add Social Media Icons to Your Email Signature

Your email signature is more than just your name and phone number. It's prime marketing real estate! In this engaging class, you will learn how to turn a simple signature into a powerful lead generator by adding clickable social media icons that connect clients straight to your online presence. You'll learn why these icons matter, how they build instant credibility, and how to drive traffic to your listings and brand with just one click. You'll also walk through using Linktree, a one-stop hub to showcase all your social media, websites, and videos in a clean, professional way. This class is fun, practical, and easy to follow. Perfect for agents who want to look polished, boost engagement, and stay top-of-mind with clients every time they hit "send."

How to Video Market Like a Pro

In today's fast-paced real estate market, video isn't just optional; it's essential. This course is for Realtors® who want to stand out, attract more clients, and close more deals using the power of video. In this fun and interactive session, you will learn how to create eye-catching real estate videos, use AI editing tools to transform simple clips into polished clips and scroll-stopping marketing pieces in minutes. By the end of the class, you'll know how to confidently market yourself. Whether you're tech-savvy or brand new to video, this class will make you feel like a pro.

Property Tax Essentials

Help your customers navigate one of the most important, and often misunderstood, aspects of property ownership. Gain a practical understanding of Florida's property tax system, including tax certificates, tax deeds, tax lien sales and redemption processes. Learn how homestead exemptions, senior and veteran benefits, and Florida's Save Our Homes cap can impact property taxes and create significant savings for homeowners.

Using LinkedIn to Improve Your Business

Lots of real estate agents use LinkedIn, but are you using it to its full potential? LinkedIn is much more than a page to post a resume. LinkedIn is a dynamic community with opportunities to create, post and share content. This session will take an in-depth look at the best ways to effectively use the platform with practical examples included. Learn how to market on LinkedIn like a pro!

Non-Accredited 1-Hour Courses

10 Real Estate Social Media Post Ideas for 2026

Get ready to crush your content game in 2026! In this fun, idea-packed class, you'll discover ten creative post concepts designed to boost engagement, attract new clients, and keep your followers hooked. From trending video styles to clever captions and story ideas, you'll leave inspired and ready to post with confidence. Learn what's working right now across all major platforms, and how to make your posts stand out in a crowded feed. Say goodbye to "What should I post?" and hello to nonstop social media momentum!

AI-Powered Social Media Mastery

Take your real estate social media game to the next level with the power of AI! In this engaging class, you'll discover how to use today's top AI tools to plan, create, and post content that gets noticed. Learn how to generate captions, graphics, and video ideas in minutes, not hours. We'll break down practical ways to stay consistent, grow your audience, and attract more clients through automation. Save time, boost engagement, and master your online presence like never before.

Apps to Make Your Business Soar!

As a real estate agent, you are always on the go. Time is of the essence and having the right information available when you need it can mean the difference between signing a contract and losing a valuable customer. Real estate apps are designed to help the agent save time and offer a straightforward way to manage day-to-day tasks. In this session, discover the best mobile apps for the real estate agent and how to use them.

Branding Yourself as a Real Estate Agent

In a world where every agent has a business card, it's time to stand out with a brand that sells YOU. In this engaging class, you'll learn how to turn your personality, story, and strengths into a recognizable real estate brand that attracts clients without chasing them. We'll cover everything from choosing your signature colors and logo style to creating social media content that feels authentic and memorable. By the end, you'll walk away with a clear personal brand strategy that makes people say, "I don't just want an agent; I want YOU as my agent!"

Claude: Your Personal AI Assistant

Artificial intelligence (AI) is changing how real estate professionals work, and Claude is one of the most capable assistants available. This hands-on session shows you how to put Claude to work drafting listing descriptions and client emails, preparing for appointments, answering everyday business questions, and building simple workflows that save hours each week. Leave with ready-to-use prompts and practical techniques you can apply to your business the same day.

Non-Accredited 1-Hour Courses

Cracking the Social Media Algorithm

It's time to make Google and every social platform work for you! In this exciting session, you'll learn how to use Search Engine Optimization (SEO) to boost your visibility across websites, Instagram, YouTube, and more. Discover how search engines and social algorithms rank your content and how to show up first when buyers and sellers are searching. From keywords to captions, we'll break down simple, proven strategies that drive organic traffic and attract your ideal clients. Walk away with the tools to dominate online search and become the go-to Realtor® in your market.

HeyGen: Talking-Head Videos for Real Estate Success

Most Realtors® know they should be on video, but few feel confident hitting record. In this high-energy class, you'll learn simple techniques to look natural, sound confident, and create engaging talking-head videos that attract clients and build trust. Discover easy scripts, content ideas, and recording tips that make video marketing feel effortless, even if you've never liked being on camera. If you want to become the agent people recognize, remember, and call first, this class will show you how to do it.

How to WIN with Threads as a Real Estate Agent

Welcome to the newest playground in real estate marketing, Threads. In this fast-paced and engaging class, you'll learn how to turn your casual conversations into powerful client connections. We'll cover everything from what to post, how often, and how to use Threads to position yourself as the go-to agent in your community. You'll discover how to blend personality with professionalism without spending hours creating content. By the end, you'll be ready to post with confidence, attract more engagement, and turn followers into real buyers and sellers. Because the agents who win with Threads are the ones who know how to be real, relatable, and ready to connect.

Listing Jingles & Open House Anthems: ChatGPT + Suno for Realtors®

Want your listings to stand out in a sea of boring posts? In this fun, beginner-friendly class, you'll learn how to use ChatGPT and the Suno app to create catchy listing jingles and custom open-house anthems in minutes; no music experience required. Turn property details into memorable songs that grab attention on social media, in listing videos, and at open houses. If you want your marketing to be the one people remember (and share), this class will show you exactly how to do it.

Pitch Perfect: Listing Presentations that Land Clients

Your listing presentation is the moment a seller decides whether to hire you or the agent down the street. Whether you're building your first pitch or refining one you've delivered hundreds of times, a pitch-perfect presentation does more than showcase a home; it proves you're the clear choice for the job. In this session, you'll learn 13 practical tips to sharpen your presentation, build instant credibility, and boost your lead-to-client conversion rate, so more of your pitches end in signed listing agreements.

Non-Accredited 1-Hour Courses

Post Smarter, Not Harder: A Real Estate Agent's Platform Playbook

Instagram, TikTok, LinkedIn, YouTube: no agent has time to master them all. This session cuts through the noise. You'll learn what sets each major platform apart, what and when to post on each, and most importantly where to focus your energy for the biggest return. Whether you're just getting started or already juggling live feeds, you'll leave with a clear, realistic plan for showing up where it actually counts.

Ultimate Guide to YouTube for Real Estate

Lights, camera, SOLD! This isn't just another YouTube class; it's your blueprint to become the go-to agent everyone's searching for online. In this powerhouse session, you'll learn how to build a magnetic YouTube channel that attracts buyers, sellers, and referrals 24/7. From video ideas that get views to mastering thumbnails, titles, and tags that work with the algorithm (not against it), you'll leave ready to dominate your market one video at a time. Whether you're camera-shy or born for the spotlight, this class will turn your channel into your most powerful lead-generation machine yet.



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