

2021 FLORIDA REAL ESTATE TRENDS

MORTGAGE RATES
HOUSING INVENTORY
NEW HOMES
HOME VALUES
AFFORDABILITY
REMOTE WORK
COMMERCIAL IMPACTS

FEB. 4, 2021 // 9 - 11 A.M.

THIS IS A VIRTUAL EVENT

REGISTER NOW: floridarealtors.org/trends

Registration closes Feb. 2 at noon.



UNDERSTANDING THE PATH FORWARD

Revisit the wild ride of 2020, then learn what's coming next. The Florida residential market's hot streak has continued into 2021. But with inventory trending lower, will the heat reduce to a simmer? Two chief economists, Florida Realtor's Dr. Brad O'Connor and Dr. Robert Dietz from the National Association of Home Builders, will examine expectations for the existing home market and new home construction.

Real estate was a bright spot in 2020 and it showcased just how valuable Realtors® are to their communities. Brokers, committee chairs, team leaders and others stepped up during this unique year. Join us to explore who is involved in leadership and the trends for

those occupying these roles.

Many of the changes that happened last year were not new, just accelerated. The prominence of remote work and school, and social distancing, influenced what a home needs to be. Adjustments in the commercial real estate world will also impact where people want to live. A panel discussion will uncover where residential and commercial meet and what trends are here to stay.

Real estate is location, location, location, and you'll want to register, register, register to get a glimpse into the path forward for our currently thriving industry in a sea of economic uncertainty.

AGENDA

9:00 - 9:05 a.m.

Welcome

Brad O'Connor, PhD
Chief Economist
Florida Realtors®

9:05 - 9:25 a.m.

Trends in New Home Construction

Robert Dietz, PhD
Chief Economist and Senior Vice President for Economics and Housing Policy
National Association of Home Builders

9:25 - 10:05 a.m.

Florida Real Estate and Economic Update

Brad O'Connor, PhD
Chief Economist
Florida Realtors®

10:05 - 10:20 a.m.

Leadership Trends in Florida's Real Estate Industry

Jennifer Quinn
Economist and Director of Economic Development
Florida Realtors®

10:20 - 10:25 a.m.

Florida Realtors Research

Product Overview
Brad O'Connor, PhD
Chief Economist
Florida Realtors®

10:25 - 11:00 a.m.

Real Estate Trends Panel – What Happens When the Office and Store Move Home?

- Moderator: Jennifer Quinn, Economist and Director of Economic Development
- Kristine Smale, Senior Vice President, Zonda Advisory
- Chris Owen, Director, Florida Research, Cushman & Wakefield
- Nancy Muscatello, Managing Consultant, CoStar Advisory Services, CoStar Group

11:00 a.m.

Closing



20
21

SPEAKERS

BRAD O'CONNOR, PhD, is the chief economist for Florida Realtors®, Florida's largest trade association with over 200,000 members. He leads the activities of the association's research team, including the analysis of current issues and trends affecting Florida real estate, the creation of member-oriented educational materials on real estate economics and statistics, and the production of the association's widely-cited monthly residential housing market reports. Dr. O'Connor's commentary on Florida's real estate markets has been featured in the *Wall Street Journal*, *The Washington Post*, and many other publications throughout Florida and the nation.



ROBERT DIETZ, PhD, is Chief Economist and Senior Vice President for Economics and Housing Policy for the National Association of Home Builders, where his



responsibilities include housing market analysis, housing policy research and economic forecasting and industry surveys, and housing policy research. He has published academic research on the benefits of homeownership, federal tax policy, and other housing issues, and has testified before Congress on real estate policy issues. He is often cited on housing and economic issues in *The Wall Street Journal*, CNBC, and other media outlets. Prior to joining NAHB in 2005, Robert worked as an economist for the Congressional Joint Committee on Taxation, where he was the committee's real estate expert. He is a native of Dayton, Ohio and earned a PhD in Economics from the Ohio State University.

JENNIFER QUINN is an Economist and the Director of Economic Development for Florida Realtors®. She oversees numerous economic and statistical research projects, and provides pertinent information on topics including opportunity zones and land use. Ms. Quinn received her B.S. in environmental science from the University of South Florida and earned her M.A. in urban policy and planning from Tufts University. Prior to joining Florida Realtors®, Ms. Quinn served the City of Los Altos as Economic Development Manager and CoStar as a Real Estate Economist.



NANCY MUSCATELLO serves as Managing Consultant, Advisory Services with CoStar Advisory Group (CSGP), the leading provider of commercial real estate information, analytics and online marketplaces. Ms. Muscatello works with a



broad range of global real estate market participants including commercial banks, insurance companies, Wall Street firms, government agencies, pension funds, investment advisors, real estate investment trusts, and private investors to design strategies for investing in commercial real estate markets.

CHRIS OWEN is Director of Research for Florida at Cushman & Wakefield. Chris first joined Cushman & Wakefield in 2013 and has over 20 years of experience working in commercial real estate on the brokerage, development, and marketing sides. He provides quantitative and qualitative analysis of commercial real estate trends to the firm's business professionals while also fulfilling on-demand requests for clients' specific needs and business development efforts.



KRISTINE SMALE leads the Zonda Advisory team in Florida and has over 15 years of experience in real estate strategy and market analysis. She has a strong background in commercial real estate with experience in asset management, due diligence and acquisitions of multifamily, retail, office and industrial properties. Ms. Smale also worked for two large home builders providing feasibility guidance for land acquisitions and community development. She has a BBA from the University of Iowa with majors in Finance and Marketing and a minor in English. Prior to joining Zonda, she was a vice president with another national real estate consulting firm where she managed assignments throughout Florida and the Southeast.



FEB. 4, 2021 // 9 - 11 A.M.

THIS IS A VIRTUAL EVENT

REGISTER NOW: floridarealtors.org/trends