

Media Memo



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Boca Raton Realtor® to Be Installed as District Vice President of Florida Realtors®

ORLANDO, Fla., December 2024 – David Serle, broker-owner with RE/MAX Services in Boca Raton, will be installed in January as District 11 vice president of Florida Realtors®, the state's largest professional trade association. He will serve his fellow professionals in District 11, which encompasses Broward County and parts of Palm Beach and St. Lucie counties.

As a district vice president for the state association, Serle said he will focus on supporting Realtors through education, advocacy and service programs. "Consumers look to us as a resource, and Florida Realtors' tools like SunStats equip our members with transparency and accurate, real-time data," he said. "It's my privilege to serve our members and help them realize their customers' real estate dreams."

Serle, who is active in residential brokerage, is a member of Broward, Palm Beaches & St Lucie Realtors® and served as 2024 president. For the state association, he has been a director, contributed to the Public Policy and Broker Engagement committees and participated in legislative and regulatory issues think tanks. He also served on the board of directors for the National Association of Realtors®. In the community, he was appointed to the Palm Beach County Planning Commission.

Looking ahead to 2025, Serle said, "We are seeing a slight increase in inventory in our marketplace, which, coupled with decreasing interest rates, is relieving pressure on mortgage payments. This is creating a pretty robust market."

Throughout his district, Realtors are actively involved in civic organizations, while supporting the state's housing market and protecting private property rights, said Serle. "Our members got into the business to help buyers and sellers with their biggest investment but also to make a positive impact in their communities," he added. "During the aftermath of Hurricane Milton, they mobilized teams to assist in neighboring counties."

Florida Realtors® serves as the voice for real estate in Florida. It provides programs, services, continuing education, research and legislative representation to 238,000 members in 51 boards/associations. Florida Realtors® Newsroom website is available at <http://floridarealtors.org/newsroom>.