

Media Memo



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

ORLANDO, Fla., December 2024 – Petra Norris, broker-owner with Lakeland Real Estate Group, will be installed in January as District 10 vice president of Florida Realtors®, the state's largest professional trade association. She will serve her fellow professionals in District 10, which encompasses Polk and Highlands counties.

“We are heading into a more balanced market as we see more homes becoming available for sale,” said Norris, who is active in residential brokerage. “And we expect moderate price adjustments and slightly lower interest rates.”

Norris is a member of Lakeland Realtors®, serving as 2024 president and previously as treasurer/chair and Broker's Council chair. She has also been a director of the state association and served on the Global Business, Professional Development, Forms Content and Diversity committees, among others.

As district vice president for the state association, Norris will focus on supporting Realtors® through education, advocacy and service programs. “The Florida Hometown Heroes Housing program, which helps people with down payment and closing cost assistance, is one of the greatest things that we advocate for,” she said. “Our members also participate in various consumer outreach programs designed to educate the public about the real estate process.”

Throughout the district, Realtors are actively involved in civic organizations, while supporting the state's housing market and protecting private property rights, said Norris. “Our members actively volunteer with the SPCA, kidsPACK, One More Child, Talbot House and the Breast Cancer Foundation of Central Florida, to name a few. We are in our 11th year of an annual room makeover project that turns ordinary rooms into magical spaces for children. Seeing their faces light up when they see their new room is priceless.”

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>.