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PRESS RELEASE

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Royal Palm Coast Realtor® Association Hosts Successful Annual SWFL TechCon at DoubleTree Fort Myers

Fort Myers | Cape Coral, FL – The Royal Palm Coast Realtor® Association (RPCRA) proudly hosted its annual SWFL TechCon at the DoubleTree by Hilton in Fort Myers, bringing together industry professionals for a day of insight, innovation, and networking. The event was marked by an impressive lineup of speakers and enthusiastic participation from attendees, making it a resounding success. The event featured engaging sessions throughout the day, covering practical applications of technology in real estate transactions, marketing strategies, client engagement, and industry trends. Additionally, attendees enjoyed delicious offerings of the on-site food Chop It Up Sandwiches.

Attendees had the opportunity to gain valuable insights from esteemed speakers including:

- Craig Grant, AI Expert
- Diana Zaya, Data Expert
- Heather Haase, National Speaker from RETI
- Zach Gorman, CEO of Real Reports

Each expert brought their unique perspective, offering actionable advice on leveraging technology to excel in today's dynamic real estate landscape. Topics included utilizing AI to enhance Members websites, listings, and social media presence; Tutorials of the latest design programs and how to create more engaging online and print content; Harnessing the power of detailed real estate data to better adapt to the dynamic, ever-evolving real estate landscape.

Of course, this event wouldn't be possible without the generous support of our incredible sponsors. In addition to their sponsorship, each vendor was able to interact with our Members throughout the day at their booths in the "Tech Alley". RPCRA extends its deepest appreciation to:

- American Homes, our Title Sponsor
- Moshin Real Estate Media, our Afterglow Event Sponsor
- Paradise Coast Title & Escrow, our WiFi Sponsor
- Premier Plumbers
- V1 Real Estate Photography & Video
- NextDoor Photos SWFL
- Homes.com
- Larson Education Services
- Lake Michigan Credit Union

The excitement continued with the Tech Connect Afterglow Networking Event, sponsored by Moshin Real Estate Media. Held at Dave & Busters in Fort Myers, the Afterglow Event provided a dynamic setting for attendees to unwind, exchange ideas, and expand their professional networks all while enjoying food and drinks in a fun, welcoming atmosphere.

"SWFL TechCon exemplifies our commitment to equipping real estate professionals with the knowledge and tools needed to succeed in a tech-driven world," said Jason Jakus, RPCRA Director of MLS & Technology. "We are thrilled with the enthusiasm and engagement from our attendees and grateful for the support from our incredible sponsors and speakers."

To learn more about Royal Palm Coast Realtor® Association and membership, visit RPCRA.org.

The Royal Palm Coast Realtor® Association was chartered in 1922 as the Fort Myers Board of Realty and today serves more than 10,000 Realtor® members and affiliates. The Association acts as the primary resource and active advocate for its members by collectively promoting member business interests through education, communications, and proactive management of industry issues.

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