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Royal Palm Coast Realtor® Association Celebrates the Success of SWFL-TechCon 2024!

Fort Myers and Cape Coral, FL – The Royal Palm Coast Realtor® Association (RPCRA) proudly announces the overwhelming success of its first annual Southwest Florida Technology Conference (SWFL-TechCon), which took place on Tuesday, March 26, 2024, at the DoubleTree by Hilton Fort Myers at Bell Tower Shops. This landmark event brought together real estate professionals, tech innovators, and industry leaders to explore the future of real estate technology.

The day-long conference featured an impressive lineup of speakers who shared their insights on cutting-edge technologies, digital marketing strategies, and the impact of technological innovation on the real estate industry. Attendees had the opportunity to engage in hands-on workshops, participate in enlightening panel discussions, and network with peers and tech vendors showcasing the latest in real estate tech solutions.

Fox4 News was live at SWFL-TechCon to capture the innovative education on how technology is shaping the landscape of real estate! You can view the full story [here](#).

Informative and engaging discussions were provided by some of the real estate technology industry's most impactful and acclaimed speakers, including:

- **Craig Grant**, a leading real estate technology expert and national speaker, gave an enlightening and multi-faceted presentation of the impact that technology has on the ever-evolving real estate sector. Additionally, Craig presented new and different ways Realtors® can harness artificial intelligence and design programs to enhance their businesses.
- **Chris Linsell**, Director of Content for Luxury Presence, presented an enlightening exploration of ChatGPT, data security, and the evolving role of artificial intelligence (AI) in real estate. Chris provided a deep dive into how these innovative technologies can be harnessed to enhance their business practices and client services.
- **Jonathan Lickstein**, Chief Operating Officer for LoKation Real Estate, provided an immersive and detailed presentation focused on ChatGPT, demonstrating the multitude of different ways Realtors® can apply ChatGPT to assist them in their daily business operations.

To learn more about Royal Palm Coast Realtor® Association and membership, visit [RPCRA.org](https://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.

- **Stefanie Peters**, a Realtor®, national speaker, best-selling author, mentor to Realtors® internationally and creator of The Boss Life, delivered an empowering Q&A on leveraging social media to enhance real estate businesses, innovative techniques, latest trends in social media marketing, and the importance of creating connections with your audience.

The debut event saw a remarkable turnout of industry leaders and professionals from across the region. Notable figures such as Chuck Bonfiglio, Vice President, and Jeffrey Levine, Secretary, of Florida Realtors® Leadership, graced the occasion and shared valuable insights on the integration of technology in the real estate sector.

"We are thrilled with the turnout and the positive feedback we've received from our inaugural SWFL-TechCon," said Sean O'Brien, CEO of RPCRA. "This event underscored the importance of technology in shaping the future of real estate and provided our members with valuable tools and knowledge to enhance their businesses. It's a significant step forward in our strategic plan to support and empower our members in this rapidly evolving industry."

RPCRA extends its deepest gratitude to the distinguished speakers whose expertise and insights were pivotal to the success of the conference. A special thank you is also extended to the vendors and sponsors, whose contributions were invaluable in bringing this event to life. Their innovative products and services not only enriched the experience for attendees but also highlighted the potential for technology to transform the real estate landscape.

RPCRA wishes to acknowledge the hard work and dedication of its staff, whose tireless efforts ensured the smooth running of the event. Their commitment to excellence was evident in every detail of the conference, contributing to an informative, engaging, and seamless experience for all involved.

The Association looks forward to building on this momentum to make the SWFL-TechCon an annual event as well as host future events that continue to foster innovation, collaboration, and professional growth in the real estate industry. RPCRA is excited about the possibilities that lie ahead and remain committed to supporting its members through education, technology, and advocacy.

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