



Form Simplicity Chosen as Exclusive Forms Transaction Management Tool Benefit for Florida Realtors® Members Beginning 2011

Launched on April 1, 2010 as a new member benefit to Florida Realtors, Form Simplicity was voted by the Florida Realtors board of directors to be the sole transaction management tool available as a Florida Realtors association member benefit beginning Jan. 1, 2011. As of Jan. 1, 2011, Instanet's Transaction Desk will no longer be a Florida Realtors member benefit.

Form Simplicity was created by Realtors throughout Florida and developed by Real Estate Industry Solutions, a subsidiary of Florida Realtors. Designed by Realtors for Realtors, its user-centered design approach offers the most useful transaction management features to users using modern technologies and standards.

With its unique auto-population features, pre-populated forms packages, synchronization features, suite of broker tools, and secure online, long-term storage, Form Simplicity allows Realtors to do much more in less time. Additionally, Form Simplicity is integrated with DocuSign, the global standard for electronic signature, and users will soon have the ability to auto populate transactions with common public record tax data.

To begin using Form Simplicity, visit Forms.FloridaRealtors.org and login using the same login information you use to access FloridaRealtors.org. Click the "help" button to watch a demo of how to use the program, or register for a one-hour live training webinar.

To export your transactions and files from Transaction Desk or another forms management system and into Form Simplicity by the Dec. 31, 2010 deadline, please refer to the Import Export Help Guide on the "help" page or call the Florida Realtors Technology Helpline for assistance. If you have any questions about Form Simplicity, call the Technology Helpline at (407) 587-1450, Mon. – Fri. 9 a.m. to 8 p.m., and Saturdays 9 a.m. to 5 p.m.