

Harold L. “Trey” Price

Government Affairs Consultant

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Practice & Industry Areas

- Government Affairs Law & Lobbying

Education

- University of Central Florida, Orlando, FL, B.A. in Political Science, 1997

Overview

Trey Price works from Gunster’s Tallahassee office as part of our Government Affairs team. He provides his statewide network to clients navigating through and beyond the myriad of complex issues associated with affordable housing, real estate, appropriations, government financing, and state and federal tax matters. He consults with and advocates for the interests of businesses seeking to leverage and maximize the government incentives that make Florida’s economy vibrant. Passionate about Florida’s legislative process since the very beginning of his career, Trey is at his best when helping individuals, businesses and other organizations navigate the legislative and state government process, get their projects funded and executed, and shape policy that drives the state’s advancement of statewide, domestic and international commerce.

In this distinct area of advisory services, there is simply no substitute for experience. Prior to joining the firm, Trey served as Executive Director for the Florida Housing Finance Corporation (FHFC). During his tenure, FHFC launched the Hometown Heroes Housing Program. That program set aside \$100 million to help law enforcement officers, firefighters, educators, healthcare professionals and active military or veterans purchase a home in their community. The program quickly became the corporation’s most popular, according to FHFC, and has so far provided thousands of homeowners with millions of dollars in down payments and closing cost assistance. Trey also advocated for and oversaw the largest

appropriation of housing funding the corporation had ever seen from the Florida Legislature.

Prior to leading the state's housing finance agency, Trey founded Price Point Strategies, LLC – his own firm – and represented real estate and appraisal interests. He served as a Public Policy Representative for Florida Realtors and helped author major changes to the state's property tax system, as well as worked as General Campaign Consultant at Public Concepts, Inc. for statewide and legislative campaigns. He has also served as a Legislative Assistant for the Office of State Representative Joseph Spratt and as campaign director for Jim King for Senate and Pat Patterson for State Representative through the Republican Party of Florida. In addition, Trey worked for the law firm, Fowler White Boggs, P.A., as well as for State Representative Tom Feeney, Citizens to Save Jobs and Stop Unfair Taxes, and the United States Sugar Corporation.

A second-generation Florida native, Trey is well-connected with the local and state government agencies in many parts of Florida and decision-makers that impact our state's development. Trey and his family reside in Tallahassee with their two mini-Australian Shepherds.

Publications & Presentations

- “Housing in Florida & the SB 10 Live Local Act,” speaker, Daytona Beach Tiger Bay Club, June 2023

Professional Associations & Memberships

- Second Judicial Circuit Grievance Committee “A,” 2023 (appointed to two-year term)
- Florida Association of Professional Lobbyists, Member
- National Conference of State Housing Agencies (NCHSA), Member of the Board of Directors, 2019-21