

# #15

**COMPLETE**

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Page 1: GAAR Candidate Resume

## Q1 General Info:

Name:

**Rich Cederberg**

Firm Name:

**eXp Realty**

Firm Address:

**6565 America's Parkway NE, Suite 200**

City:

**Albuquerque**

State:

**New Mexico**

Zip:

**87114**

Email Address:

**rich.cederberg@exprealty.com**

Phone Number:

**(505) 803-5012**

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**Q2** Member Type:\*\*Please select Designated REALTOR®/Participant if you are listed as the Designated/Qualifying Broker of your office.\*\*

**REALTOR®/Subscriber**

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**Q3** Have you been a REALTOR® member of GAAR for at least 3 years prior to this nomination? **Yes**

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**Q4** Do you have any Code of Ethics violations or non-compliance of a membership duty in the last 3 years?

**No**

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**Q5** Are you applying for an Officer position? If so, which one?

**Respondent skipped this question**

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2018 GAAR Questionnaire/Resume

**Q6** Are you applying for a Director position? **Yes**

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**Q7** If you selected "Officer" in question 5, have you served as an Officer or Director of GAAR or SWMLS within the past 5 years? **Yes**

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**Q8** If you selected "Officer" in question 5, prior to nomination, have you had at least 5 transactions that closed in the prior 12 months (prior to August 1, 2017) and/or are you a QB of at least 5 Brokers? **YES – I have had at least 5 transactions that closed in the prior 12 months**

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**Q9** Number of years licensed: **10-20 years**

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**Q10** Years of REALTOR® Membership: **10-20 years**

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**Q11** Please list all GAAR, SWMLS, RANM or NAR Committees or Task Forces you have been a member of: **\*\*Hint - you can find your GAAR/SWMLS Committee history on your Member Portal.\*\***

GAAR Board 2016-2017  
SWMLS Compliance Committee Chair 2012  
SWMLS Compliance Committee 07/2009-12/31/2013

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**Q12** Have you participated in GAAR's Leadership Series? **Yes**

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**Q13** Please list any REALTOR® Institutes, Societies or Councils in which you currently hold Membership:

None currently

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**Q14** Please list any REALTOR® Designations you hold:

None currently

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**Q15** In the appropriate space, indicate approximate percentage of your time that reflects your business: **\*\*Must add up to 100%\*\***

- Single-family Brokerage:	<b>75</b>
- Coaching:	<b>10</b>
-Real Estate Instructor	<b>15</b>

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**Q16** Service as an elected Officer or Director requires attendance at Board of Director meetings. Regular attendance is necessary for understanding Association business. As stated in the Association Bylaws, absence from three (3) regular or special meetings per fiscal year without an excuse deemed valid by the board of directors shall be construed as resignation. If elected, will you attend the regular meetings of GAAR as an Officer or Director? **Yes**

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Page 2: GAAR Candidate Resume

**Q17** What challenges face the current real estate industry?

There are many challenges facing our industry, many of which have been caused by the proliferation of online real estate portals. Although I love technology and consider myself fairly tech savvy, I hate the feeling that our roles are being devalued and challenged by the likes of Zillow. I think we need to sell ourselves better, and I think that starts with promoting our Realtor brand at the local and state level.

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**Q18** What challenges face the Association?

One of the biggest challenges of the association is to remain relevant to its membership. Another big challenge is how we can harness our influence as the largest trade association in the state to help bring jobs and economic growth to the Albuquerque metro.

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**Q19** How do you feel GAAR could be more relevant to our members?

I believe the board of directors could become more relevant to the members by more actively pursuing input from the membership. This has been stated as a goal in the past at the board meetings, but I feel like we have not done a good job of making this happen yet.

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**Q20** Name one problem you find with GAAR, and how would you fix it:

The association does a great job in many ways, but I wonder sometimes if GAAR is not in touch with the daily struggles of our members. To fix this, I would like to work to encourage more members to attend board meetings and for the board members to go out to the brokerages and gather more input from the people on the street - before important decisions are made.

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**Q21** Describe the role of the Board of Directors of the Greater Albuquerque Association of REALTORS®:

The role of the board is to oversee operations of the association and the SWMLS, to promote the image of Realtors in our community through charitable works and by exerting influence with the state legislature and city council to promote the rights of property owners.

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**Q22** What do you feel will be unique about the next two-year time frame?

Increasing pressure from portals like Zillow, who, in spite of what they say publicly, look more and more like they want to become a brokerage, may present some interesting challenges. Also, I believe we will possibly see more of the associations in small markets across the state come to us for help, possibly looking to merge. We'll need to look at these opportunities and discover ways to do this that are beneficial to our board.

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**Q23** What leadership skills will be critical during this period?

The ability to keep an open mind and listen to all sides of the issues, and the determination to get more member involvement and input with important decisions made by the board.

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**Q24** What education, experience, skills or training do you possess that would be beneficial on the Board of Directors?

I have served on many boards including the GAAR board of directors which I have served on for the last two years. There is a lot of background knowledge that needs to be understood with any organization when you are serving on the board. My experience on the board and my commitment to the association the last two years will help me become an increasingly outspoken and influential leader in the coming years.

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**Q25** Given the challenges that face the Association, why would you want to be a leader?

I am proud to be a Realtor and a Director at GAAR! Together we help people do great things in their lives through property ownership. We Realtors are important, and so is our association, and I am not afraid to speak out if and when I think the association or the board is getting off course.

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**Q26** Additional remarks by Candidate:

Thank you for allowing me to serve the past two years. I am excited by the possibility of serving again. I would truly appreciate your vote in the upcoming election!

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