



2026 SWMLS Board of Directors Candidate Questionnaire

General Information

Name

Belinda Franco



Brokerage Name

The Hive Real Estate Collective

Brokerage Address

PO Box 65322

City

Albuquerque

State

NM

**Number of Years as a
REALTOR® Member:**

14

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

Designated REALTOR®/Participant

Are you a managing broker? If so, how many brokers do you supervise? Yes, 1 currently

For which position are you applying?

President-elect (Officer - one year term)

Note:
There are three available term lengths in this 2026 election cycle.

2 - 3 year terms (2026-2028)

1 - 2 year term (2026-2027)

2 - 1 year terms (2026)

The term length for each candidate will be determined by the votes. The top vote-getter will choose the desired length of term; the second top vote-getter will have the next choice, and subsequent candidates will choose.

Do you have any Code of Ethics violations or have you ever had any disciplinary actions from the New Mexico Real Estate Commission in the last 3 years? If yes, please elaborate. If no, indicate N/A. N/A

Officer and Director nominees must have completed three (3) of the following items:

- 1 year on any NMAR, NAR, or NMREC Committee, PAG or Task Force
- 1 year as GAAR and/or SWMLS Director or Officer
- 1 year as Chair of any SWMLS or GAAR Committee
- 1 year as Member of any SWMLS Committee or selected GAAR Committees (Professional Standards, Grievance, Mediator/Ombuds, GAP or LEAP Committees)
- Complete a Leadership Development Program at the local, state or national level
- Attend at least 2 SWMLS BOD meetings within the last year - can be completed before taking office in January
- Complete both a Robert's Rules of Order and MLS Rules Refresher course
- Have had five (5) transactions that closed in the prior twelve (12) months in which he or she represented a buyer, seller, landlord or tenant or performed an appraisal OR be a qualifying broker of at least five (5) brokers

The following questions address these items:

Have you ever served as a Director or Officer of SWMLS? Yes

Have you ever served as a Director or Officer of GAAR? Yes

Have you served as a Chair of a SWMLS or GAAR Committee within the past 5 years?

Yes

Please list all SWMLS, GAAR, NMAR and NAR committees, task forces or PAGs you have been a member of. You can view your SWMLS/GAAR committee history by going to your member portal.

- 2025 SWMLS Treasurer Executive Committee
- 2025 GAAR Nominating Committee
- 2025 Professional Standards Committee
- 2025 RECPAC Committee and Trustee
- 2025 Realtor Fund Committee Chair
- 2024 Realtor Fund Committee
- 2024 Professional Standards Committee
- 2018-2024 NMAR Director
- 2020-2025 NMAR Strategic Planning Committee
- 2023-2025 NMAR Bylaws Committee
- 2024 NMAR Professional Development Committee
- 2024 Policy PAG
- 2023 SWMLS Nominating Committee
- 2023 GAAR Nominating Committee
- 2023 Bylaws PAG
- 2022 Realtor Fund Committee
- 2022 GAAR Immediate Past President Executive Committee
- 2022 GAAR Board of Directors
- 2021 NAR Director
- 2022 NAR Safety Advisory Board
- 2021 GAAR Nominating Committee
- 2021 GAAR President
- 2021 RECPAC Committee
- 2021 SWMLS Board of Directors Executive Committee
- 2021 SWMLS Nominating Committee
- 2020 GAAR Board of Directors President Elect Executive Committee
- 2019 GAAR Nominating Committee
- 2019 GAAR Board of Directors Vice President Executive Committee
- 2018 GAAR Board of Directors
- 2019-2020 GAP
- 2017-2019 LEAP Committee
- 2017 LDP

Have you participated in GAAR's Leadership Development Program, NMAR's Growth and Involvement Program, or any other leadership training?

Yes

If yes, please provide program name and year completed. Please write N/A if not applicable.

GAAR LDP 2017

How many transactions did you have within the last 12 months, August 1, 2024 to July 31, 2025?

11 and a few off market transactions.

Have you completed a Robert's Rules of Order and MLS Rules Refresher course?

Both Robert's Rules of Order and MLS Rules Refresher

What are your primary disciplines in your real estate practice? Check all that apply.

Residential

Please list any REALTOR® Institutes, Societies or Councils in which you currently hold membership.

CRS/RRC

Please indicate which REALTOR® Designations you hold:

ABR

Have you reviewed the Board Responsibilities document and do you agree to abide by these responsibilities?

Yes

Which technologies offered by SWMLS are your favorites, and why?

Forewarn is one of my favorite member benefits offered by SWMLS and GAAR to keep membership informed and safe!

Another technology offered by SWMLS is Remine which is now being replaced by CRS (yay!) because Remine was purchased by another company. This benefit helps all of do our business with the most accurate information available.

I love that our MLS is committed to member focused solutions and a big reason why I want to continue to be a part of the SWMLS Executive Committee.

Please share your experience, qualifications, skills, knowledge, and any other relevant information that would make you an asset to the SWMLS Board of Directors and SWMLS Participants and Subscribers. What leadership skills do you bring to the role?

With 14 years as a REALTOR® and 9 years as a Qualifying Broker, I bring deep industry expertise, proven leadership, and a long-standing commitment to service within our real estate community. Professionalism, collaboration, and innovation is so important in Real Estate and these values that align closely with the mission of SWMLS.

My service record demonstrates consistent leadership and engagement. I have served on numerous GAAR, SWMLS, NMAR, and NAR Board of Directors and numerous committees. These experiences have honed my ability to build consensus, evaluate complex policy, and keep the best interests of participants and subscribers at the forefront.

I bring a strategic mindset, strong communication skills, and the ability to see both the operational and member-impact sides of every decision. My leadership style is collaborative yet decisive and grounded in listening to members, understanding their needs, and translating that into practical solutions. I am especially committed to ensuring that SWMLS continues to provide accurate, timely, and user-friendly tools that help REALTORS® serve the public with excellence.

I believe my depth of MLS governance experience, business leadership background, and dedication to elevating our industry make me an asset to the SWMLS Board of Directors and the professionals we serve.

What is the role of the SWMLS and what are the challenges facing SWMLS moving forward?

The Southwest Multiple Listing Service (SWMLS) is essentially the data backbone for us in the Greater Albuquerque Area.

I understand that SWMLS exists to provide accurate, timely property data, cutting-edge technology tools, and a cooperative marketplace that empowers REALTORS® to serve the public with professionalism and integrity.

As we keep moving forward, key challenges include:

Maintaining data accuracy

Adapting to rapid technology changes

Ensuring compliance amid evolving industry regulations

Preserving cooperative practices in an evolving landscape of off-MLS and alternative listing tools and platforms.

Addressing these challenges will require innovative solutions, strong member engagement, and a commitment to keeping SWMLS at the forefront of real estate technology and service.

I feel it's so important to stay on top of all these changes and updates and serving on committees and boards at the local, state, and national levels are what have helped me in my own business and mentoring other brokers over the years. So when challenges arise, we as a board are poised and ready to take educated actions.

What are the strengths of the SWMLS core software and affiliated technology offerings and where do you see room for improvement and/or change?

SWMLS' software is reliable, accurate, and keeps members ahead with real-time data and mobile access.

More intuitive interfaces—like drag-and-drop dashboards and smarter search filters—and tighter integrations with CMA, CRM, and showing platforms could make workflows even smoother.

What is the one thing you would like to change that is in the purview of SWMLS?

I see an opportunity for improvement in expanding training and support. This would help members fully leverage these tools to deliver exceptional client experiences and feel more confident in their own businesses.

I'm seeing more of this with the Tech Tune-ups!

Additional remarks by Candidate:

I would be honored to continue serving our real estate industry through SWMLS, just as I have on the GAAR side for many years. My passion for this industry, combined with a desire to continually grow, learn from others, and refine my skills, drives my commitment to serve and contribute to our community.

We appreciate your interest in serving. You will be notified when the Nominating Committee chooses the candidate slate for the upcoming election.