



## 2026 GAAR Board of Directors Candidate Questionnaire

**Name**

Jesse Baca



**Brokerage Name**

Keller Williams Realty

**Brokerage Address**

6240 Riverside Plaza Lane, Ste. 100

**City**

Albuquerque

**State**

New Mexico

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

REALTOR®/Asso  
ciate Broker

2. Have you been a a REALTOR® for at least three (3) years?

Yes

3. Have you been a member of GAAR for at least one (1) year?

Yes

4. Have you had any Code of Ethics violations or non-compliance of a membership duty in the last three (3) years?

No

5. For which position are you applying?

Director (2 year term, 5 available positions)

6. If you selected an Officer position, prior to nomination, have you had at least 5 transactions that closed in the prior 12 month period (August 1, 2024 - July 31, 2025) 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

7. To be eligible for an Officer position, you must have fulfilled a two (2) year term on the Board of Directors within five (5) years of nomination. Please provide the years you served as a Director or Officer on the GAAR Board of Directors. Please write N/A if not applicable.

N/A

8. If you selected an Officer position, have you served on at least one (1) GAAR or SWMLS Committee in the past five (5) years?

N/A

9. Please list all GAAR, SWMLS, NMAR or NAR committees or task forces you have been a member of. (You can find your GAAR/SWMLS committee history on your Member Portal.)

None so far

10. To run for the position of President-elect, you must have fulfilled a two-year term on the GAAR Board of Directors (Officer or Director). If you selected to run for the President-elect position, have you served a two-year term?

N/A

12. Number of years licensed:

5-10 years

13. Number of years of REALTOR® membership:

5-10 years

**14. Have you participated in GAAR's Leadership Development Program or NMAR's Growth & Involvement Program?**

No

**If yes, which one and what year?**

N/A

**15. Please indicate which REALTOR® Designations you hold:**

None

**16. Please list any REALTOR® institutes, societies or councils in which you currently hold membership.**

N/A

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

Residential

Real Estate Instructor

**18. Service as an elected Officer or Director requires attendance at Board of Director meetings - and Executive Committee meetings for Officers. Regular attendance is necessary for understanding Association business. As stated in the Association Bylaws, absence from three (3) or more 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 and special meetings of GAAR as an Officer or Director?**

Yes

**19. What challenges face the current real estate industry?**

1. Affordability & Interest Rates

- Buyers in Albuquerque are being squeezed by mortgage rates in the 6–7% range paired with record-high home prices.
- Too many families are being priced out of neighborhoods they grew up in. The “American Dream” of homeownership is slipping further out of reach for first-time buyers.

2. Low Housing Inventory

- Homeowners locked into 3–4% mortgages aren’t selling, which keeps inventory critically low.
- This “lock-in effect” creates a bottleneck where move-up buyers can’t trade up, and entry-level buyers can’t get in.

3. Rising Insurance Costs

- Premiums are rising in certain parts of New Mexico due to fire, flood, and hail risks.
- This is pushing some buyers out of affordability even if they qualify on the mortgage side.

4. Legal & Commission Changes

- Ongoing lawsuits and proposed rule changes around commissions create uncertainty.

- Consumers are confused about how buyer's agents are paid, and agents themselves are worried about their livelihoods.

## 5. Geographic Disparities

- Albuquerque's NE Heights continues to see strong demand, while affordability pushes buyers into Rio Rancho, Los Lunas, and Edgewood.
- We risk creating a deeper divide between "hot zones" and underserved areas, which hurts balance in our housing ecosystem.

## 20. What challenges face the Association?

### 1. Commission & Legal Uncertainty

- National lawsuits and DOJ oversight on commissions are creating confusion.
- Associations in New Mexico must prepare members for possible structural changes to compensation, while protecting professionalism and consumer trust.

### 2. Member Engagement & Value

- With rising dues and tighter agent budgets, members are asking, "What value do I get from my association?"
- Keeping agents engaged and showing tangible benefits (advocacy, education, networking) is harder in a competitive and cost-sensitive environment.

### 3. Training & Professional Standards

- A lot of new agents enter the business without proper mentorship, and seasoned agents sometimes resist change.
- Associations must bridge that gap by providing strong education, technology training, and accountability for professional conduct.

### 4. Adapting to Technology & AI

- Consumers have more information and tools than ever — Zillow, AI-driven searches, automated valuation models.
- Associations must help agents adapt and emphasize where professional expertise adds value beyond the tech.

### 5. Housing Affordability & Supply in New Mexico

- The state continues to struggle with low inventory, rising prices, and affordability challenges — especially in Albuquerque, Santa Fe, and Rio Rancho.
- Associations have to advocate at the state and local level for policies that encourage affordable housing development, zoning reform, and balanced growth.

### 6. Insurance & Climate-Related Risks

- New Mexico faces wildfire, drought, and hail risks. Rising insurance premiums threaten affordability.
- Associations will need to educate members and advocate for fairer insurance practices.

In New Mexico, associations will need to be advocates, educators, and protectors of professionalism while helping their members adapt to industry changes and market-specific challenges like affordability, low supply, and insurance costs.

### 7. Public Perception of Realtors

- With lawsuits, rising costs, and competitive pressure, some consumers question the value of agents.
- Associations must take the lead on rebuilding trust and reinforcing the professionalism of Realtors as community advocates.

## 21. Given the challenges you identified above, how would you contribute as a leader?

### Part 1.

#### 1. Affordability & Interest Rates

As local leaders, we can push for stronger down payment assistance programs and expanded first-time buyer opportunities here in Albuquerque. We can also lead with education making sure buyers understand creative financing strategies that may help them still achieve homeownership, even in a higher-rate environment.

2. Low Housing Inventory

"We can work alongside policymakers to advocate for incentives that encourage homeowners to sell and free up much-needed inventory. We should also support smart infill projects and zoning reforms that allow builders to bring affordable, quality homes to market faster."

3. Rising Insurance Costs

"As leaders, we can be a bridge between our members, consumers, and state regulators. By raising awareness of the insurance challenges buyers face, we can advocate for fairer models and also educate clients early so they aren't blindsided mid-transaction."

4. Legal & Commission Changes

"We can take the lead on communication and education — both to our members and to the public. By clarifying how representation works and why it's valuable, we protect professionalism in our industry and reduce confusion during a time of legal uncertainty."

5. Geographic Disparities

"As local leaders, we need to advocate for balanced growth across the metro area. That means supporting infrastructure improvements in communities like Rio Rancho, Los Lunas, and Edgewood, while ensuring sustainable development in Albuquerque's core. This helps us build a stronger, more equitable housing ecosystem."

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

Giving More Value.

**23. Name an area where GAAR could be better and how you would address it.**

One area I believe the Greater Albuquerque Association could be better is in member engagement and communication of value. Too many Realtors see the association as just a place to pay dues, rather than as a partner in their success. That disconnect weakens our community and lowers professionalism across the board.

Personally, I'd address this by being a bridge between the association and the members. As a top-producing broker, I'm in the field every day, mentoring agents and hearing their frustrations firsthand. I would bring that feedback to the board and help shape programs and education that truly meet members' needs. Beyond that, I'd make it a point to be visible and accessible leading workshops, offering mentorship, and showing by example the value our association provides. When members feel seen, supported, and connected, they'll engage more deeply, and the entire organization will be stronger.

**24. Describe the role of the Board of Directors of the Greater Albuquerque Association of REALTORS®.**

A director in the Albuquerque Association of Realtors (GAAR) is responsible for overseeing the organization's governance, setting policies, and ensuring financial accountability. They support management in executing programs, advocate for members, and ensure that the association operates ethically and effectively to serve the real estate community.

**25. A position on the GAAR Board of Directors means serving your Association and putting the needs of the members first. Do you affirm that you will serve your membership, acting in a neutral capacity for the betterment of the members?**

Yes, I affirm

**26. What do you think will be unique about the next two-year time frame?**

Managing the changes/transitions.

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

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**28. What else would you like to tell the membership about yourself? (i.e. personal interests, activities, hobbies, etc.)**

I'm Jesse Baca, a top-producing real estate broker with Baca & Associates Real Estate, serving Albuquerque and the surrounding New Mexico communities. I love helping people find their perfect home and take pride in my deep knowledge of the local market. I'm passionate about New Mexico and Albuquerque, enjoy sports, and stay active in the community supporting local initiatives and connecting with neighbors is something I truly value.

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