



2026 SWMLS Board of Directors Candidate Questionnaire

General Information

Name

Michael McCracken



Brokerage Name

Keller Williams Realty

Brokerage Address

6240 Riverside Plaza Ln #100

City

Albuquerque

State

NM

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

7.5

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

REALTOR®/Subscriber

**Are you a managing broker? If so, how
many brokers do you supervise?** No

For which position are you applying?

Director (5 available) See note below.

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.** No

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?** No

**Have you ever served as a Director or
Officer of GAAR?** No

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

No

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.

None

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

No

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

N/A

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

28

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

No

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.

Associate Leadership Counsel (A.L.C.) at Keller Williams

Please indicate which REALTOR® Designations you hold:

CRS

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?

Flex MLS is one of my favorites because of how powerful and versatile it is. I use it every day to pull up expirations, canceled listings, actives, Closed, you name it. It's my go to for running CMAs, creating seller stats reports, and just digging into the market. There's so much it can do if you take the time to learn it, and it's a tool I truly rely on.

RPR is another one I use constantly. It's great for looking up ownership details, mortgage info, tax records, and short legal descriptions. Whether I'm prepping for a listing appointment or just trying to get background on a property, RPR gives me solid, reliable data in one place.

I also use SkySlope for all my transactions. It's user friendly and well integrated, which makes staying compliant and organized a lot easier. It's smooth and straightforward, and I haven't had any major issues

with it.

And even though Remine is being phased out, I've really liked using it, especially for circle prospecting and looking up property information. It worked similarly to RPR in some ways, and I found it helpful when doing outreach or gathering details on homes in a certain area.

All in all, I appreciate the tools we have access to, and I try to use them to their full potential to better serve my clients and stay informed.

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?

Since becoming a licensed REALTOR in 2018, I've proudly built my entire career at Keller Williams Realty here in Albuquerque, where I was named the KW Riverside Rookie of the Year my first year in the business. I've consistently ranked in the top 20% in both GCI and units sold, locally at our Keller Williams Riverside Market Center, and across the state of New Mexico.

I have served on the Associate Leadership Council (ALC) for six of the last eight years, and I've been actively involved in nearly every committee available at my brokerage, including Culture, Career Development, Growth, and Safety. I regularly teach classes, mentor new agents, and provide ongoing support and leadership to the agents in my office. I have a dedicated office at our Market Center where agents frequently come to me for help, advice, or guidance.

As a lifelong resident of Albuquerque and Rio Rancho, I bring deep local knowledge and a strong network of relationships with fellow REALTORS. I am committed to our industry and to the highest professional standards. I'm also actively involved in my community and church (Sagebrush), where I volunteer and serve as part of my faith driven commitment to giving back.

As a leader, I am collaborative, service oriented, and solution focused. I strive to be a resource to others, and I take great pride in helping elevate the professionalism, ethics, and skills of my colleagues. I believe these qualities, combined with my experience, passion, and reputation for integrity, would make me a valuable asset to the SWMLS Board and to all its Participants and Subscribers.

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

The MLS exists to help REALTORS do their job effectively. It provides the structure, rules, and accurate data we all rely on to serve our clients and get transactions done the right way. It's also meant to protect the integrity of our industry.

Looking ahead, I think a major challenge will be keeping up with the pace of technology and making sure we're adapting as the real estate world keeps changing, and it is changing quickly. We also need to make sure agents are well trained and fully using the tools SWMLS already provides (Our brokers generally do a great job, but not many utilize all the tools already available). A lot of members don't realize how powerful the MLS is when it's used the right way (Including myself as I continue to learn better ways regularly).

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

I work hard to stay on top of the constant changes we all deal with as REALTORS. When DocuSign went away and we had to transition to SkySlope, it was new and a little challenging, but I think Southwest MLS did a good job helping us through that change and making it as smooth as possible.

I use a lot of the tools we're provided, and many of them are extremely valuable. Showing Time is one of my favorites, it's simple to use, provides great feedback options, and I think most agents are comfortable with it. It works well for both us and our clients.

Flex MLS has some really helpful features, like the seller reports you can generate and share with your clients. I use those all the time. I also regularly use Info Sparks and Fast Stats to stay up to date on market trends and provide buyers with data driven advice. RPR is another tool I use constantly, there's so much great info in there, and it really helps with CMAs and understanding property details.

I've also liked using Remine, even though I know that's being phased out. And I think Supra continues to work really well, especially with the Bluetooth functionality that lets us track access to listings. Forewarn is also a fantastic tool, those of us who use it know how valuable it is, and I wish more agents took advantage of it.

As for areas of improvement, Flex MLS could definitely be better, especially the mobile app version. It's hit or miss, and I know I'm not the only one who struggles with its reliability. That's something I believe we can improve.

I also think Rental Beast isn't very effective. It's clunky and not very user friendly. I'd love to see a better system in place to support rentals in our MLS.

Overall, I think we're provided with great tools, I just want to see us continue to improve the experience and functionality, especially for things we rely on every single day.

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

If I could change one thing, it would be how we train and support agents—especially newer ones, in actually using Flex MLS and all the tools that come with it. Most agents get a quick intro (If even that) when they join, and that's about it. But even many experienced agents don't realize how powerful Flex MLS really is or how to use it to its full potential.

Two years into my career, I was in the office working in Flex like I always did, and Daniel Martinez, who has since passed away, may he rest in peace, walked by and noticed how my screen was set up. He came over and said, "Hey, let me show you something." He sat down with me and showed me how to customize my dashboard, how to use features I didn't even know existed, and completely changed the way I worked in the MLS. I remember thinking, "Wow, I had no idea I could even change that." That moment really opened my eyes to what Flex could do if you actually know how to use it right.

Since then, I've taken the time to learn more, and I use features like custom columns, seller reports, and saved searches all the time, but I know so many agents who still don't. We used to have a guy who did MLS video trainings, and those were helpful to a point, but videos can't answer your questions or walk you through the steps live.

What I'd really like to see is more in-person, hands-on training where agents bring their laptops and are actually shown how to set up and use Flex for their day to day business. Not just a general overview, but training that goes into how to generate CMAs, customize fields, pull expirations, adjust columns, and more. These are things that can really help us do our jobs better, but most people never learn unless someone shows them.

This is one of the most important tools we have as REALTORS, and with the right training, I think it could help a lot of agents become more confident, more efficient, and more professional.

Additional remarks by Candidate:

I'm dedicated to being a professional REALTOR® who brings value not just to my clients, but also to other agents in our industry. I'm very active in real estate and in my Keller Williams office, and I plan to be in this business for a long time.

Serving others comes naturally to me, whether that's helping a client, mentoring a newer agent, or contributing to something bigger like Southwest MLS. I'm a giver by nature, and I genuinely look forward to the opportunity to serve on the SWMLS Board of Directors.

More than anything, I want to give back to the career that's given me so much, and to the people I share it with every day. Thank you for the opportunity to be considered.

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