

SWMLS Candidate Resume

Name: AJ Yarbrough

Member Type:  Qualifying Broker  Associate Broker

Firm Name: AJ Yarbrough Realty, Inc.

Address: 4601 Cumberland Rd. NW

Phone: (505) 328-0044

Email: ajrealty@gmail.com

1. Have you been a REALTOR® member of GAAR and Participant/Subscriber in an SWMLS office for at least 3 years prior to this nomination?

YES

NO

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

YES

NO

3. Are you applying for an Officer or Director position?

OFFICER (President, Vice President, Treasurer)

DIRECTOR

4. If you selected "Officer" in the previous question, which position are you applying for?

PRESIDENT

VICE PRESIDENT

TREASURER

5. If you selected "Officer" question 3, have you served as an Officer or Director of GAAR or SWMLS within the past 5 years?

YES

NO

6. If you selected "Officer" in question 3, have you been a member of a SWMLS Committee (Policy, Compliance, Research, etc.) within the past 5 years?

YES

NO

**1. REALTOR® Designations:**

New Home Specialist

**2. Number of years licensed:** 32

**Years of REALTOR® Membership:** 19

**3. Have you ever been a Member of, or Chaired, a Committee or Task Force at GAAR, RANM, NAR, SWMLS or Other?**

Yes, I was on the membership committee for SWMLS in 1983 or thereabouts.

**4. Have you participated in GAAR's Leadership Series?**  YES  NO

**5. List any REALTOR Institutes, Societies, or Councils in which you currently hold Membership:**

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**6. In the appropriate space, indicate approximate percentage of your time that reflects your business**

- Single-family Brokerage: 85 %
- Appraising:      %
- Counseling:      %
- Farm & Land Brokerage:      %
- Commercial Brokerage: 5 %
- Mortgage Financing:      %
- Industrial Broker:      %
- Securities Brokerage:      %
- Building & Development: 10 %
- Property Management:      %
- Other:      %

**7. Service as an elected Officer or Director required attendance at Board of Director meetings. Regular attendance is necessary for understanding Association business. If elected, will you attend the regular and special meetings of SWMLS as an Officer or Director?**

YES  NO

**If No, please explain:**

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## SWMLS Candidate Questionnaire

### 1. What challenges face the current real estate industry?

We are at a critical transition as an industry in a lightning speed world of technology innovation. These new ideas may morph into new forms of competition for our membership that will revolutionize the industry in ways we may not like, so offering new technology ourselves might keep us at the forefront so we become the leader instead of a follower and thereby stay relevant.

### 2. What challenges face the MLS?

As referenced above, Realtors are in a struggle to remain relevant to the public as controller of the real estate transaction. Websites such as auction sites, advertisers, publishers, are gaining a following and may be aspiring to take control of the real estate transaction process.

### 3. How do you feel SWMLS could be more relevant to our members?

By researching and providing technology and training for our members to help make transactions easier for us and the customers we work with.

### 4. Name one problem you find with SWMLS, and how would you fix it:

Many agents are still struggling with new technology. Maybe it would help to have a proficiency test for Members to take and then gain designations when successfully passed. No member of the public would know how the member does on a test, but staff should use it as a tool to help the bar be raised for the Realtor community

### 5. What is the role of the Southwest Multiple Listing Service?

To offer tools our membership needs to provide the most reliable information and systems to perform at a high level of trust in the consumer's eyes.

### 6. What do you feel will be unique about the 2015/2017 time frame?

We will most likely see the market values climb back to earlier levels and see more growth in volume than we've seen since 2007.

### 7. What leadership skills will be critical during this period?

Communication is key to implementing and working with the inevitable changes coming at us.

### 8. What unique leadership experience or skills do you have?

I have a way of keeping calm and listening to opposing views and trying to make all feel valuable, but coming to a conclusion that is helpful to the association overall, not just the few that might benefit from the issue at hand.

### 9. Given the challenges that face the Association, why would you want to be a Leader?

I think it is exciting to be a part of the change and am willing to serve for the good of the association, and because I have benefitted from the association for many years.

### 10. What are your thoughts regarding the transition to FlexMLS?

The change was the best managed major change I have been a part of in my years of several vendor changes. The Santa Fe association went through a similar change, but it was very problematic, even though it was a much smaller membership. Thanks to our staff, our transition was very smooth.

**11. Which technology offered by SWMLS is your favorite and why?**

I like and use polygon map searches for CMAs almost every day. It lets me zero in on what is happening in a market without a lot of time spent sifting through unwanted information.

**12. Additional remarks by Candidate:**

I look forward to serving the members of the association to bring about positive solutions to the problems we face from within and without.