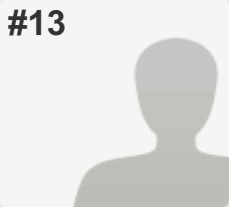


#13

**COMPLETE**

Collector: Web Link (Web Link)

Started: Monday, August 31, 2015 12:05:05 PM

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Time Spent: 00:44:57

IP Address: 50.130.178.200

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| | |
|---|---|
| Q1: Name: | Rich Cederberg |
| Q2: Member Type: | Associate Broker |
| Q3: Additional Info: | |
| Firm Name: | Rich Cederberg |
| Address: | 9304 Drolet DR NW |
| City/Town: | Albuquerque |
| State: | NM |
| ZIP: | 87114 |
| Email Address: | rich.cederberg@exprealty.com |
| Phone Number: | 5058035012 |
| Q4: Have you been a REALTOR® member of GAAR for at least 3 years prior to this nomination? | Yes |
| Q5: Do you have any Code of Ethics violations or non-compliance of a membership duty in the last 3 years? | No |
| Q6: Are you applying for an Officer position? If so, which one? | <i>Respondent skipped this question</i> |
| Q7: Are you applying for a Director position? | Yes |
| Q8: If you selected "Officer" in question 6, have you served as an Officer or Director of GAAR or SWMLS within the past 5 years? | <i>Respondent skipped this question</i> |
| Q9: If you selected "Officer" in question 6, prior to nomination, have you had at least 5 transactions that closed in the prior 12 months and/or are you a QB of at least 5 Brokers? | <i>Respondent skipped this question</i> |
| Q10: Number of years licensed: | 10-20 years |
| Q11: Years of REALTOR® Membership: | 10-20 years |
| Q12: Please list all GAAR, SWMLS, RANM or NAR Committees or Task Forces you have been a member of: | |
| SWMLS compliance committee for 4 years. Chaired the committee for one year. | |
| Q13: Have you participated in GAAR's Leadership Series? | Yes |

Q14: Please list any REALTOR® Institutes, Societies or Councils in which you currently hold Membership:

Respondent skipped this question

Q15: Please list any REALTOR® Designations you hold:

I have earned the ABR and ePro designations, plus I have taken classes towards NAR's Green designation and CRS, GRI, etc.

Q16: In the appropriate space, indicate approximate percentage of your time that reflects your business (must add up to 100%)

- Single-family Brokerage: 100

Q17: Service as an elected Officer or Director requires attendance at Board of Director meetings. Regular attendance is necessary for understanding Association business. If elected, will you attend the regular meeting of GAAR as an Officer or Director?

Yes

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Q18: What challenges face the current real estate industry?

The availability of real estate information on the web still poses challenges on how our information is shared online. Brokerage models are changing too. Making sure both the public and the members are protected will take a board that energetic and engaged.

Q19: What challenges face the Association?

The rate of change in the industry is faster than ever. From disputes concerning existing online real estate portals ZTR to new brokerage models that rebate to the consumer, the challenge is to be not only responsive to membership but forward-looking as well.

Q20: How do you feel GAAR could be more relevant to our members?

I'd like to see the board reach out to membership more often to get a read on membership's interest on different topics. In the past it has sometimes felt like leadership was making self-serving decisions.

Q21: Name one problem you find with GAAR, and how would you fix it:

I'm not sure that the board is always in touch with how membership feels on certain issues. I think this has been improving over the last several years, but there is still room for improvement.

Q22: Describe the role of the Board of Directors of the Greater Albuquerque Association of REALTORS®:

I think the board has two roles, one to the membership and one to the public. On the membership side, that includes providing up to date systems and tools; on the public side, to promoting the image of Realtors.

Q23: What do you feel will be unique about the 2016/2017 time frame?

Brokerage models are evolving, there may be some issues there, and obviously the market has changed which will bring many new members to the association.

Q24: What leadership skills will be critical during this period?

As always, that ability to listen to those being served and to put the interests of the association before personal interests is important to good leadership and is something that I feel I'm good at.

Q25: What education, experience, skills or training do you possess that would be beneficial on the Board of Directors?

I have served in various leadership positions including the SWMLS compliance committee, my neighborhood association and scouting.

Q26: Given the challenges that face the Association, why would you want to be a Leader?

I want to be a leader not because of any ambition but rather because I feel that I have a responsibility to serve the organizations I belong to. Also, I rely heavily on the use of technology in my real estate business, so I feel I have a good background knowledge of some of the the issues.

Q27: Additional remarks by Candidate:

Respondent skipped this question
