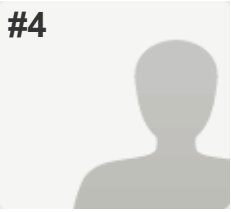


#4

**COMPLETE**

**Collector:** Web Link (Web Link)  
**Started:** Friday, August 28, 2015 10:12:09 AM  
**Last Modified:** Friday, August 28, 2015 11:10:33 AM  
**Time Spent:** 00:58:24  
**IP Address:** 174.28.247.215

## PAGE 1: SWMLS Candidate Resume

<b>Q1: Name:</b>	Reginald L Olson
<b>Q2: Member Type:</b>	Qualifying Broker
<b>Q3: Additional Info:</b>	
Firm Name:	Exp Realty Intr'l
Address:	6565 Americas Parkways
Address 2:	Suite 200
City/Town:	Abq
State:	NM
ZIP:	87110
Email Address:	Reginald.Olson@exprealty.com
Phone Number:	505.239.5310
<b>Q4: Have you been a REALTOR® member of GAAR and Participant/Subscriber in an SWMLS office for at least 3 years prior to this nomination?</b>	Yes
<b>Q5: Do you have any Code of Ethics violations or non-compliance of a membership duty in the last 3 years?</b>	No
<b>Q6: Are you applying for an Officer position? If so, which one?</b>	<i>Respondent skipped this question</i>
<b>Q7: Are you applying for a Director position?</b>	Yes
<b>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?</b>	<i>Respondent skipped this question</i>
<b>Q9: If you selected "Officer" in question 6, have you been a member of a SWMLS Committee (Policy, Compliance, Research, etc.) within the past 5 years?</b>	<i>Respondent skipped this question</i>
<b>Q10: Number of years licensed:</b>	10-20 years
<b>Q11: Years of REALTOR® Membership:</b>	10-20 years

**Q12: Please list all GAAR, SWMLS, RANM or NAR Committees or Task Forces you have been a member of:**

GAAR Website Development Committee  
RPAC  
RANM Alternate Director  
CCIM Candidate

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**Q13: Have you participated in GAAR's Leadership Series?** No

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**Q14: Please list any REALTOR® Institutes, Societies or Councils in which you currently hold Membership:** *Respondent skipped this question*

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**Q15: Please list any REALTOR® Designations you hold:**

Qualifying Broker

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

- Single-family Brokerage:	50
- Commercial Brokerage:	25
- Building & Development:	25

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**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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**PAGE 2: SWMLS Candidate Questionnaire**

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**Q18: What challenges face the current real estate industry?**

Dodd/Frank implementation with associated legislative requirements. CFPB consumer protection development that does not undermine a robust market. Shadow inventory. Lending availability.

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**Q19: What challenges face the MLS?**

Data Ownership. Branding integrity with IDX feeds.  
Syndication Contracts. Maintaining agent control of listings.

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

Really working to stay ahead of the syndication listing grab. Listing ownership and control needs protection. While we want max exposure, we don't want our brokers to be forced to pay for their own listings syndication. Our data is the value. Syndications should pay us for allowing our listing on their channel.

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**Q21: Name one problem you find with SWMLS, and how would you fix it?**

MLS wait times during peak hours of use.  
Really analyze server response times during peak hours and work for augmented cpu horsepower from the host provider. (I don't like our rpt print software, layouts need development so that they quit wasting trees with every print)

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**Q22: What is the role of the Southwest Multiple Listing Service?**

Protect and serve the best interests of the membership's data. From neutral viewing sites like gaar to market positioning in the new murdoch-buffett real estate world.

We need to be able to interpret their direction and create the best response for our membership.

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

With the purchases this year by murdoch and buffett the market has two very big players. It is our sandbox to loose.

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

Really need a futures perspective. At the same time using a hardball understanding of business trajectory.

Problem solving in the new technologies.

Protecting our membership assets.

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**Q25: What unique leadership experience or skills do you have?**

As NM Lead Engineer for Sun Microsystems I provided hw/sw support/consulting throughout 7000 sites statewide, including LANL and Sandia, UNM, NMSU.

As owner of my own Re/Max franchise, I know operations first hand. It was this technical/operations experience that secured my position with EXP.

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

It is an extraordinary time for advancement.

With the flowering of technology in our industry, our Brokers are presented with a unique time to excel.

Effective leadership should help light the way.

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**Q27: What are your thoughts regarding the Flexmls system?**

I have worked with Flex for over 30 years now.

Their software development is the platform of choice by both Sandia and LANL and the Universities.

They are the most responsive of the vendors and their products are the best engineered.

And as always, this can change overnight.

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**Q28: Which technology offered by SWMLS is your favorite and why?**

Listing Activity Tracking. Organic Data is good.

Single Sign On Technology has been great

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**Q29: Additional remarks by Candidate:**

We are at a critical juncture in our market.

With Big Players buying into our competition and the demographic change of the aging Brokers, we really need to prepare the next generation of Brokers for the nature of a free market.

If we devolve into "every broker for themselves", we will loose the advantages and strengths of GAAR/SWMLS.

Our strength is in our collaborative association.

There is strength in numbers.

Thank you for your consideration

Respectfully

Reg Olson  
QB, eXp, ABQ

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