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**COMPLETE**

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PAGE 1: SWMLS Candidate Resume

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|---|---|
| Q1: Name: | Jessica Martin |
| Q2: Member Type: | Qualifying Broker |
| Q3: Additional Info: | |
| Firm Name: | Realty One of New Mexico |
| Address: | 4300 Paseo Del Norte Blvd NE |
| City/Town: | Albuquerque |
| State: | NY |
| ZIP: | 87120 |
| Email Address: | jessica@jmartinrealtyservices.com |
| Phone Number: | 505-710-5541 |
| 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? | 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, have you been a member of a SWMLS Committee (Policy, Compliance, Research, etc.) within the past 5 years? | <i>Respondent skipped this question</i> |
| Q10: Number of years licensed: | 20-30 years |
| Q11: Years of REALTOR® Membership: | 20-30 years |
| Q12: Please list all GAAR, SWMLS, RANM or NAR Committees or Task Forces you have been a member of: | |
| Professional Standards Committee | |
| Q13: Have you participated in GAAR's Leadership Series? | No |

2016 SWMLS Questionnaire/Resume

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: *Respondent skipped this question*

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

| | |
|----------------------------|----|
| - Single-family Brokerage: | 50 |
| - Counseling: | 30 |
| - Commercial Brokerage: | 10 |
| - Building & Development: | 10 |

Q17: Service as an elected Officer or Director requires attendance at Board of Director meetings. Regular attendance is necessary for understanding Association business. As stated in the Association Bylaws, missing three (3) or more meetings is considered resignation from the Board of Directors. If elected, will you attend the regular meetings of GAAR as an Officer or Director? Yes

PAGE 2: SWMLS Candidate Questionnaire

Q18: What challenges face the MLS and the current real estate industry?

Staying relevant with new trends and developments - especially with internet and how real estate is conducted today

Q19: How do you feel SWMLS could be more relevant to our members?

I think a statewide MLS would better serve the members

Q20: Name one problem you find with SWMLS, and how would you fix it?

Compliance issues - many complaints from my ABs - try to fix issues and still receive penalties - the compliance system needs to be looked at....

Q21: What is the role of the Southwest Multiple Listing Service?

To provide a platform for the sale of properties - but more important - to provide a platform of guidelines for the SWMLS for compliance, ethics, policies and standards.

Q22: What do you feel will be unique about the 2017/2018 time frame and into the future?

The way that we conduct real estate is rapidly changing. The internet has done this. I think marketing on the internet level is a game changer now - I would like to see some more integration for marketing opportunities at OUR SWMLS level and not the Zillow and Trulia level.

Q23: What leadership skills will be critical during this period?

Real estate now moves at such a fast pace - we cannot lose the basic standards, ethics and professionalism - I think our SWMLS has actually done a very good job of addressing and maintaining these platforms - it is an ongoing challenge.

Q24: What unique leadership experience or skills do you have?

I currently manage a group of 50 people. I have implemented an efficient and comprehensive system for compliance as well as a powerful platform for marketing for my group and for the company at large. My talent is - "seeing the big picture" and managing the process by bringing in the right people and pieces to achieve the overall goals.....currently, I am a leader in my corporate company and have spearheaded our resource website, expansion to other markets, our mentorship and coaching programs as well as systems for compliance and recruiting. I also have extensive experience with marketing and social media.

Q25: Given the challenges that face the Association, why would you want to be a Leader?

I have spent a great deal of time building my team and company and now think it is important for me to participate in leadership at the Association level in order to stay relevant and bring my experience and feedback to the Association.

Q26: Which technology offered by SWMLS is your favorite and why?

I love the auto-search feature - I use this all the time to stay in front of existing and potential customers. I teach this feature to my team all the time.

Q27: Additional remarks by Candidate:

I may not hold a lot of designations etc. Instead, I have spent my time to build a company and a model that is more relevant to the way that real estate is being conducted today - I can bring that experience and knowledge to the Association.
