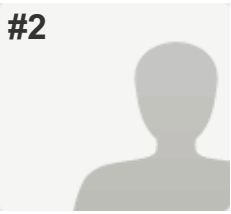


#2

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, August 24, 2016 4:59:12 PM  
**Last Modified:** Wednesday, August 24, 2016 5:40:58 PM  
**Time Spent:** 00:41:45  
**IP Address:** 173.12.204.21

## PAGE 1: SWMLS Candidate Resume

<b>Q1: Name:</b>	JoLynn Kniffin
<b>Q2: Member Type:</b>	Qualifying Broker
<b>Q3: Additional Info:</b>	
Firm Name:	JoLynn Kniffin
Address:	3741 NM 528 NW
City/Town:	Albuquerque
State:	NM
ZIP:	87114
Email Address:	jolynkniffin@sellersbuyersnm.com
Phone Number:	505-239-0236
<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:**

2002 Leadership Development participant  
2004-2006 Committee Chair Run for the Zoo  
2002-2003 Committee Member Run for the Zoo  
2004-2006 NM CRS Committee Member  
2006-2007 GAAR Director  
2008 Central District Director for RANM  
2008-2010, 2012-current SWMLS Director  
2009 Media & Community Relations committee member 2010 GAAR Nominating Committee member  
2011-current Grievance committee member  
2013 SWMLS Nominating Committee member

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**Q13: Have you participated in GAAR's Leadership Series?** Yes

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

none

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

none

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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: 100

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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. 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

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**PAGE 2: SWMLS Candidate Questionnaire**

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

Keeping the accuracy of our data with the online availability today. Also, trying to keep it from being sold back to us in the form of leads.

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

Making sure we have the best possible tools for our members and the support to teach everyone how to use the tools.

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

I think SWMLS struggles to ensure that the members know what is happening and what changes are coming. We need to continue to provide information in different ways and continue to be creative.

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

To provide an avenue for unconditional compensation & to ensure accurate data.

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

Keeping our finger on the pulse of where our information is going and what is being done with it is critical. We can't sit around trying to keep it locked up, instead think outside of the box and be open to changes in our industry. Also, being proactive locally with the impending consolidation of MLSs across the country.

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

Continuing to watch what other MLSs are doing, what's working, what's not. Always looking to stay ahead and be forward thinking, never complacent.

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

As the QB in a medium sized company, I have 30+ agents to manage and lead and we have an amazing culture.

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

Being involved with our board helps me in my day to day business plus I like having a voice for the members who I work with and meet in our industry. And we need volunteers, it's essential!

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

I'm all about ShowingTime right now, finally out of the stone age :)

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**Q27: Additional remarks by Candidate:**

Thanks for taking the time to read!

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