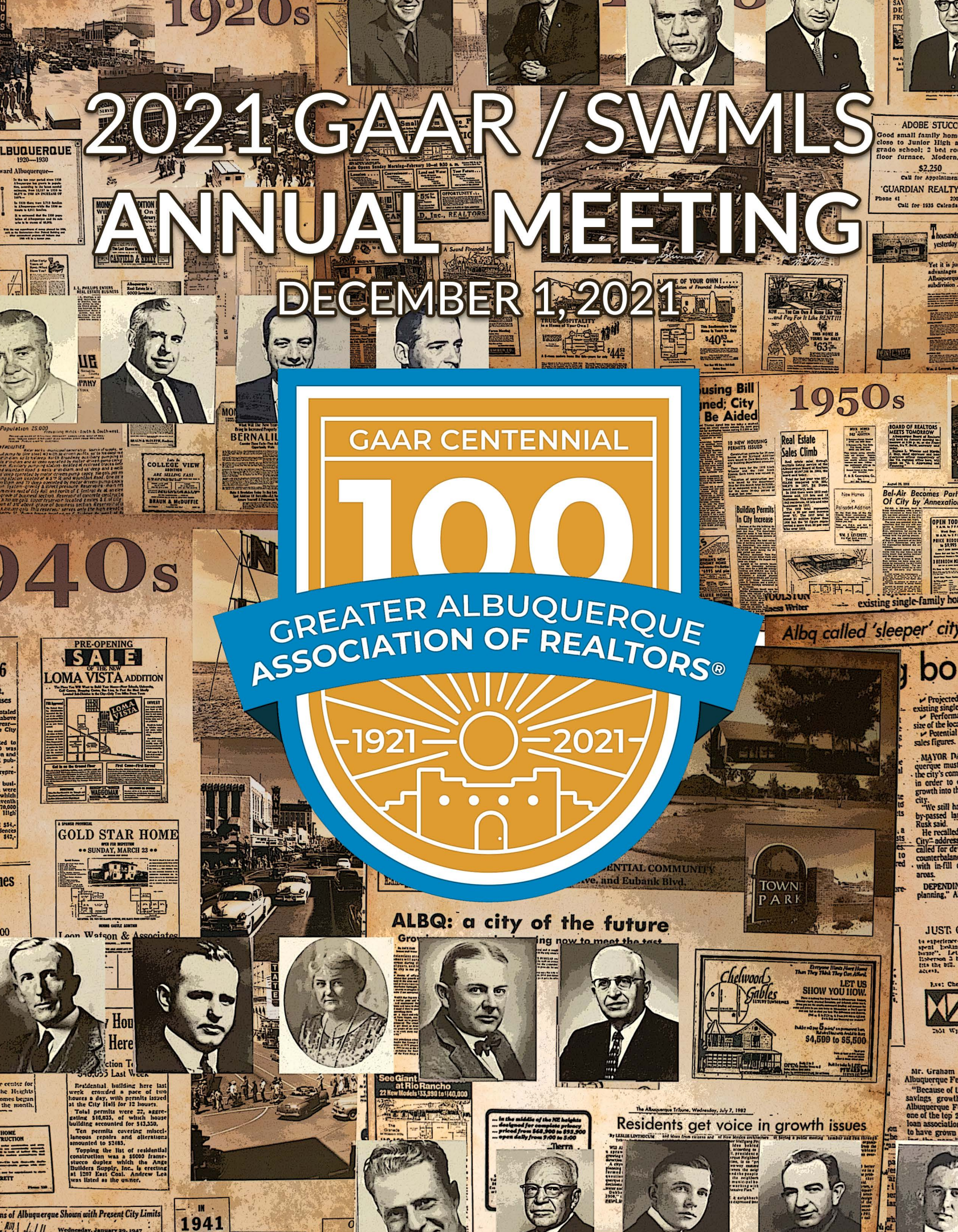


2021 GAAR / SWMLS ANNUAL MEETING

DECEMBER 1, 2021

GAAR CENTENNIAL
100
GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®
-1921- -2021-



1920s

1950s

1940s

PRE-OPENING SALE
OF THE NEW
LOMA VISTA ADDITION
... The New 100 West to Build Your Home-Here Today, Tomorrow ...
Call in on the Ground Floor First Come-First Served

GOLD STAR HOME
NEW FOR MENTION
SUNDAY, MARCH 23

ALBQ: a city of the future
Growing ... ing now to meet the test

Chelwood's Gables
Everyone Likes How Home They Buy. They Don't Mind Letting Us Show You How.
... \$4,500 to \$5,500

Residents get voice in growth issues
The Albuquerque Tribune, Wednesday, July 7, 1962

IN 1941

ns of Albuquerque Shown with Present City Limits
Wednesday, January 29, 1947

2021 ANNUAL MEETING SCHEDULE

8:00 AM - 8:30 AM



Networking
Continental Breakfast

8:30 AM - 9:00 AM



Welcome, Year in Review
& State of the Association

9:00 AM - 10:15 AM



GAAR/SWMLS Business Meeting
& 2022 Officers/Directors Installations

10:30 AM - 11:15 AM



Keynote Speaker, Terry Watson

11:30 AM - 12:45 PM



Luncheon, REALTOR® Fund Highlights
& Centennial Year Recap

1:00 PM - 5:00 PM



Instructor, Terry Watson
"Recharge. Refocus. Reengage."
4CE Elective (*In-person class only*)

Keynote Speaker

TERRY WATSON
Motivational Trainer

Terry provides ridiculously effective, easily implementable strategies... withOUT boring you to tears.

It's proven that humor improves retention. The science behind it has to do with dopamine – humor activates the dopamine reward system which stimulates goal-oriented motivation and long-term memory. In short: when you laugh... you learn.

Terry Watson brings clean humor and decades of expertise to his inspirational and customer experience presentations. His vibrant presentations are powerful, positive, funny and results-based... and while you are laughing, you'll learn how to improve relationships with clients, step into the leadership role you know you're capable of, and work smarter... not harder.



Terry Watson, National Speaker & Trainer
www.TerryWatson.com

Recharge. Refocus. Reengage

(4CE) Elective

1:00 pm - 5:00 pm

Marriott Pyramid North

Free for GAAR REALTOR® Members

The tools the public needs keep changing. This past year has been emotionally stressful for the public and the practitioner. Most agents are just working IN their business, instead of ON their business. This class will provide you with crazy effective tools to Recharge. Refocus. Reengage.

REGISTER NOW IN THE LOBBY!

Letter from
THE PRESIDENT



Greater Albuquerque Association of REALTORS®



“Teamwork is the ability to work together toward a common vision.”
- Andrew Carnegie

Greetings and well wishes to each of you!

It has been such an honor to serve as your 2021 GAAR President and to work alongside such a hardworking, community-minded, and industry-driven group.

Throughout 2020 and continuing through 2021, we have learned to be flexible and pivot as our environment changed. Thankfully, we never dropped a ball and worked together as a team to get through many unexpected challenges! Double digit multiple offers, technical glitches, a major roof collapse at the GAAR building that resulted in the closure of all classrooms and sent us back to virtual meetings and classes.

However, we also had some big wins together! The renovation of

the second REALTOR® building at 1645 University Blvd has been completed and now we are looking forward to the project bringing in a stream of non-dues revenue for our Association. I also have had the unique honor of being your President in 2021 as we celebrated our 100th year of serving the home buyers and sellers of our community! I enjoyed being able to commemorate this milestone with you at many of the Centennial events we had, the outdoor Breakfast Celebration, REALTOR® Day at Isotopes Park and working together on Make a Difference Day at the Historic Fairview Cemetery. How amazing that we choose a profession that has contributed for over 100 years to the growth and sustainability of the Greater Albuquerque area.

I am also very grateful to the talented and experienced staff that serves our membership. They exemplify the spirit of teamwork and I hope you know they are here

to help support you in being the best you can be! When you have an opportunity, please reach out and thank them.

As I wrap up my year as your President, I hope that you will join me in looking for ways to volunteer and to get involved in the local, state, or national levels of the REALTOR® Association. I guarantee that you will gain more than you give! Here is one of my favorite quotes that I hope you will take to heart:

“Do something today that your future self will thank you for!”
- Sean Patrick Flanery

Respectfully,
Belinda Franco
CRS, CNE
2021 GAAR President

2022 GAAR BOARD OF DIRECTORS



Bridget Gilbert
President
ERA Sellers & Buyers



Carrie Traub
President-Elect
Simply Real Estate



Morgan Cannaday-Henson
Vice President
Ida Kelly Realtors



Jean Duran
Treasurer
Realty One of New Mexico



Belinda Franco
Past President
Realty One of New Mexico



Helen Chan
Director
ERA Buyers & Sellers



Todd Kruger
Director
Rio Grande Realty and
Investments



Dennis Mitchell-Groves
Director
Coldwell Banker Legacy



Jenn Cody Martin
Director
New Mexico Real Estate Group



Josh Price
Director
Maddox Management, LLC



Mary Romero
Director
Realty One of New Mexico



Christopher Shain Tanner
Director
Coldwell Banker Legacy



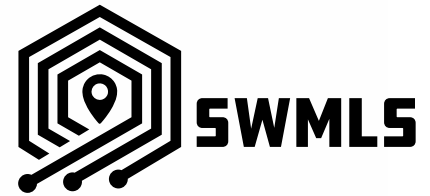
Alice Tozer
Director
Keller Williams Realty



Chris Venegas
Director
Coldwell Banker Legacy



Letter from THE PRESIDENT



SOUTHWEST MULTIPLE LISTING SERVICE

2021 has been an incredible year for SWMLS! The accomplishments achieved were the result of teamwork by committees, the SWMLS Board of Directors, staff, and most importantly membership.

Some of our accomplishments:

- Streamlined the Data Feed approval process
- Simplified the process to request listing changes
- Created a Fair Housing Policy to be implemented in 2022
- Created a Minimum Photos Policy that will be monitored by artificial intelligence and computer vision – *an industry first!*
- Updated the Re-List Policy to ensure more accurate DOM statistics
- Implemented penalties for Unauthorized Use of Photos
- Negotiated a 3-year contract extension with Flexmls
- Tax Levy Disclosures will soon be required for listings

As our industry continues to change at a rapid pace, we must continue to evolve with technology to not only remain relevant but position ourselves as leaders within the industry. SWMLS is working to address this on many fronts:

- The Emerging Trends and Technology Committee is reviewing developments and innovation in Showing Services to ensure that we are providing the best product to our members.
- The Board of Directors has formed a Data Sharing Task Force to review our policies on how and when our data is shared.
- SWMLS is playing a prominent role at CMLS, RESO, and NAR to help guide MLS industry decisions.
- The Policy Committee is dedicated to meeting RESO Standards to drive innovation and integration.

I'd like to stress that SWMLS and GAAR are member-centric organizations, and we need your feedback on how we can make the

MLS work for you. Or better yet, get involved by joining a committee or the Board of Directors.

The MLS is more than a marketing platform for your next listing. The data provides valuable statistics and historical information used by businesses and government which is why it's imperative that we continue to improve the quality and accuracy of our data to keep its relevance in a world where the importance of data grows each day.

I want to thank the GAAR and SWMLS staff, the GAAR and SWMLS Board of Directors, committee volunteers, and most importantly our members. I am honored and privileged to have served as your 2021 Southwest Multiple Listing Service President.

Respectfully,

Cathy Colvin
CIPS, CRS, SRES, SFR
2021 SWMLS President

2022 SWMLS BOARD OF DIRECTORS



Jeanette Raver
President
Realty One of New Mexico



Tego Venturi
Vice President
Keller Williams Realty



Sherry Fowler
Treasurer
Signature Southwest Properties



Cathy Colvin
Past President
Vista Encantada Realtors



Bridget Gilbert
GAAR President
ERA Sellers & Buyers



Kay Azbill
Director
24K Real Estate Group



Natalia Beraun
Director
Weichert, Realtors - Image



Linda Coy
Director
Realty One Of New Mexico



Mary Kay Gutierrez
Director
Coldwell Banker Legacy



JoLynn Kniffin
Director
ERA Sellers and Buyers



Greg Moody
Director
Moody's Appraisal Service



Jim Pitts
Director
Berkshire Hathaway NM Prop-



Anne Vallejos
Director
Keller Williams Realty



Teri Vasquez-Hatcher
Director
Realty One Of New Mexico

2021 GAAR COMMITTEES

Thank you to all who served on the GAAR Board of Directors or a Committee in 2021.

BOARD OF DIRECTORS

President: Belinda Franco
President-Elect: Bridget Gilbert
Vice President: Sarah Lopez
Treasurer: Jean Duran
Past President: Sherry Fowler
Morgan Cannaday-Henson
Todd Kruger
Jack Lynch
Jenn Cody Martin
Josh Price
Mary Romero
Alice Tozer
Carrie Traub

AFFILIATE

Chair: James Reid
Vice Chair: Rob Hill
Secretary: Pete Stagl

APPRAISAL

Chair: Randall Pratt

BOWL-A-THON

Co-Chair: Josh Price
Co-Chair: Jonathan Hamilton
Gary Boyd
Stephen Cecco
Kimberly Dawn
Jeff Gorum
Kim Kiegel
Blanca Martinez
Heather Price
James Reid

EXECUTIVE

President: Belinda Franco
President-Elect: Bridget Gilbert
Vice President: Sarah Lopez
Treasurer: Jean Duran
Past President: Sherry Fowler

GAAR AMBASSADOR

PROGRAM (GAP)

Chair: Heather Price
Vice Chair: Keith Powell
Helen Chan
Terry Chavez
Linda Coy
Debbie Duran
Laura Garner
Eric Heinrich
Trish Homburg

GOLF TOURNAMENT

Co-Chair: Gary Boyde
Co-Chair: Zoe Enright
Antoinette Baca
Steve Cecco
Carlyn Chiado
Kimberly Dawn Gordon
Jonathan Hamilton
Valarie Jarocki
Ron Jaynes
Heather Price
Josh Price
Christie Roybal
Robert Sanchez
Walt Vieira
Paul Wilson

GRIEVANCE

Chair: Sharon Nowlin
Vice Chair: Minerva (Minnie) Rivas
Dorella Apodaca
Mike Borrello
Willie J. Butt
Bobbi Carrillo
Amanda Champine
Deborah Duran
Guy Gemmer
Lisa Guggino
Paul Holley

Jennifer Knight
Joe R. Lopez
Lisa Lovato-Nelson
Jilliane McGuire
Amy O'Connell
Dewey Potter
Jeanette Raver
Aimee Romero
Dominic Sanchez
Jennifer Zamarron

LEADERSHIP, EDUCATION & ACTION PROGRAMS (LEAP)

Chair: Christine Marin-Taylor
Vice Chair: Kara Schug
Natalia Beraun
Kristine Cannaday
Morgan Cannaday-Henson
Steve Cecco
Marie Everett
Mary Romero

NOMINATING

Chair: Sherry Fowler
Gary Boyd
Kirstine Cannaday
Belinda Franco
Bridget Gilbert
Heather Price

2021 GAAR COMMITTEES

PROFESSIONAL STANDARDS

Chair: Michelle Smith
Vice Chair: Sam Thomason
Lawrence Ashwood
Jessica Beecher
Wayne Berry
Susan Blackwell
Mick Burke
Alyson Campbell
Carlyn Chiado
Vicki Criel
John Crowley
Gina Dion
Gayle Doty
Jolynn Doty-Beck
Mike Haley
Glenda Hawkins
Debbie Hudson
Ginny Longbotham
Penny Melloy
Kenneth S. Mills
DuWayne Ordonez
Dawn Poket
Kevin Ramos
John Sheffer
Susan Storan
Nadine Thomason
Charlotte Trone
Julie Turner
David Walters
Barbara Weaver-Wyne

REAL ESTATE COMMUNITY POLITICAL ACTION COMMITTEE (RECPAC)

Chair: Damon Maddox
Vice Chair: Tim House
Treasurer: Cathy Colvin
Clay Azar

Carol Bernstein
Bill Campbell, III
Amanda Champine
Mike Leach
Danny Wm. Vigil
Paul Wilson
Kendra Yevoli

REALTOR® FUND

Chair: Christine Marin-Taylor
Mindy Abramson
Jacqueline Apodaca
Kristine Cannaday
Morgan Cannaday-Henson
Steve Cecco
Jean Duran
Sherry Fowler
Cathy Olson
Alice Tozer

RUN FOR THE ZOO

Co-Chair: Sherilyn Lucas
Co-Chair: Steve Cecco
Victoria Davis
Tina Garcia
Jeff Gorum
Robert Hill
Nancy Kennedy
Rhonda Ledbetter
Barbara Maddox
Chris Maxwell
Heather Price
Joshua Price
Jennifer Sanchez
Lindsay Schwebke

YOUNG PROFESSIONALS NETWORK (YPN)

Chair: Eanika Nunez
Vice Chair: Rob Hill

Natalia Beraun
Bianca Chavez
Kylie Coffman-Orht
Benjamin Gomez
Jennifer Hernandez
Brittany Love
Sydney Lukes
Christine Marin-Taylor
Christina Mebust
Heather Price
Josh Price
Peter Stagl
Justin Thompson
Adam Trujillo
Bryan David Trujillo

2021 SWMLS COMMITTEES

Thank you to all who served on the SWMLS Board of Directors or a Committee in 2021.

BOARD OF DIRECTORS

President: Cathy Colvin
Vice President: Jeanette Raver
Treasurer: Kay Azbill
Past President: Scott Dean
GAAR President: Belinda Franco
Natalia Beraun
Mary Kay Gutierrez
JoLynn Kniffin
Greg Moody
Jim Pitts
Teri Vasquez-Hatcher
Tego Venturi

COMPLIANCE

Chair: Brian Steudle
Vice Chair: Carlyn Chiado
Gary Boyd
Jolynn Doty-Beck
Deborah Duran
John Foster
Patrick Hankins
Richard Jackson
William Luther
Barbara Madaras
Joe Marotta
Theresa Padilla
Nadine Thomason
Lori Whitener
Mary Padilla
Brian Steudle
Suzanne Vialpando

EMERGING TRENDS & TECHNOLOGY

Chair: Tego Venturi
Channing Kelly
Linda DeVlieg
Dismas Desloge
Taylor Gutierrez
Adrian Montgomery
Sam Sandoval
C Shain Tanner
Sam Thomason
John Van Nortwick
Camille Victour

EXECUTIVE

President: Cathy Colvin
Vice President: Jeanette Raver
Treasurer: Kay Azbill
Past President: Scott Dean
GAAR President: Belinda Franco

NOMINATING

Chair: Scott Dean
Cathy Colvin
Belinda Franco
Jeanette Raver

POLICY

Chair: Gail Rodriguez
Vice Chair: Chris Venegas
Natalia Beraun
Karen Brown
Richard Jackson
Dan Kelley
Joe LaMastra
Barbara Maddox
Mark Moody
Tim Wheeler

2021 HONORABLE MENTIONS

GAAR OMBUDSMAN

Bob Arguelles
Gary Boyd
Kris Cannaday
John Mitchell
Lisa Parker

Rosie Harmon (2021-2022)
Barbara Madaras (2021-2022)
Sarah Lopez (2021-2022)
Natalia Beraun (2021-2022)
John Lopez (2021-2022)
Carrie Montoya (2021-2022)
Lauren Mueller-Skinner (2021-2022)
Jack Lynch (2021-2022)
Mary Romero (2021-2022)

NMAR COMMITTEE MEMBERS

Kay Azbill (2020-2021)
Marketta Damonte (2020-2021)
Jean Duran (2020-2021)
Mary Kay Gutierrez (2020-2021)
John Lucero (2020-2021)
Gary Boyd (2020-2021)
Teri Vasquez-Hatcher (2020-2021)
Don Martindell (2021-2022)
Terry Chavez (2021-2022)
Belinda Franco (2021-2022)

NAR COMMITTEE MEMBERS

Cathy Colvin
Sherry Fowler
Hubert Hill
Damon Maddox
Victor Raymos
Paul Wilson
Danny Wm. Vigil

2021 RPAC MAJOR INVESTORS

PRESIDENT'S CIRCLE

Requires additional contributions totaling \$2,000 to be made separately and directly to select RPAC-recommended candidates.

Damon Maddox
Paul Wilson

CRYSTAL R

\$2,500 total, sustaining \$1,500 every year

Cathy Colvin
Belinda Franco
Jeanette Raver
Jeffrey Rose

STERLING R

\$1,000 contribution for the year

Natalia Beraun
Carol Bernstein
Nathan Brooks

Amanda Champine
Kent Cravens
Melanie Cravens
Jean Duran
Megan England
Sherry Fowler
Bridget Gilbert
Heidi Gray
Hubert Hill
Lyndell Johnson
Sandylee Pasquale
Josh Price
Victor Raymos
Ric Thom
Teri Vasquez-Hatcher
Judy Wilson
Tego Venturi

2020 GAAR AWARD RECIPIENTS



Jeanette Raver
Realty One of New Mexico
REALTOR® of the Year



Cynthia Harris
ERA Sellers & Buyers
Doyle Pargin Lifetime Achievement Award



Bridget Gilbert
ERA Sellers & Buyers
Sales Manager of the Year



John Lopez
Coldwell Banker Legacy
Salesperson of the Year



Jennifer Rodgers
Simply Real Estate
Rookie of the Year



Russel Payson
Coldwell Banker Legacy
Rookie of the Year

2021 GAAR GOOD NEIGHBORS

Congratulations to our Good Neighbor recipients who are recognized for their dedication to volunteer service in our community. Each Good Neighbor will receive a \$1,000 grant for their non-profit organization, will be featured in GAAR's consumer advertising, and will make an appearance on a New Mexico Living TV segment to promote their charity.

For more information, visit gaar.com/goodneighbor.



Belinda Franco
Realty One of New Mexico
Red Mountain Family Services



Pam Harris
PQuail Realty & Property Management
Casting For Recovery NM



Myra C. Herrmann
Keller Williams Realty
Cloud Dancers THP



Mark Rickert
Keller Williams Realty
Children's Grief Center of NM



Jim Steger
Signature Southwest Properties
Child Life, UNM Children's Hospital

THE REALTOR® FUND



The REALTOR® Fund is an endowment established by GAAR Members to demonstrate their ongoing pledge to honor their community and to express gratitude for a successful real estate business. This sustainable fund managed by the Albuquerque Community Foundation allows us to disburse more than \$60,000 each year to local charities in Bernalillo, Valencia, Sandoval, Santa Fe, and Torrance Counties.

Established in 2011, the REALTOR® Fund reached its goal of \$1 million dollars four years early! Our new goal is to increase the endowment to \$2 million dollars. The fund is currently at \$1.6 million dollars.

To learn more about The REALTOR® Fund, visit gaar.com/fund.

2021 ANNUAL MEETING TABLE SPONSORS



GAAR STAFF



Kent Cravens

Chief Executive Officer

[E-mail](#) | 505-724-3481



Laura Abascal

Executive Administrator

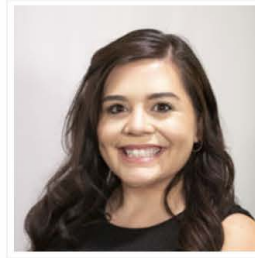
[E-mail](#) | 505-724-3487



Gabe Baca

Videographer/Facility
Coordinator

[E-mail](#) | (505) 724-3471



Mckenna Benegas

MLS Coordinator

[E-mail](#) | (505) 724-3499



Nathan Brooks

Chief Operating Officer

[E-mail](#) | 505-724-3476



Claire Conrad

Professional Development
Coordinator

[E-mail](#) | 505-724-3477



Tammi Delgado

Member Support Coordinator

[E-mail](#) | (505) 724-3462



Jane Fertig

Professional Standards
Coordinator

[E-mail](#) |



Nick Fowler

Chief Financial Officer

[E-mail](#) | 505-724-3463



Richard Gibbens

MLS Director

[E-mail](#) |



Laura Harris

Marketing, Communications &
Outreach Manager

[E-mail](#) | (505) 724-3461



Melody Mar

Director of Professional
Standards

[E-mail](#) | 505-724-3466



Julian Nunez

Digital Marketing & Content
Specialist

[E-mail](#) | 505-724-3483



Estrella Quinonez

Professional Development
Coordinator

[E-mail](#) | (505) 724-3468



Adrian Reyes

MLS Coordinator

[E-mail](#) | 505-724-3485



Emy Saavedra

Member Support Manager

[E-mail](#) | 505-724-3472



Marcella Saavedra

Member Support Coordinator

[E-mail](#) | 505-724-3460

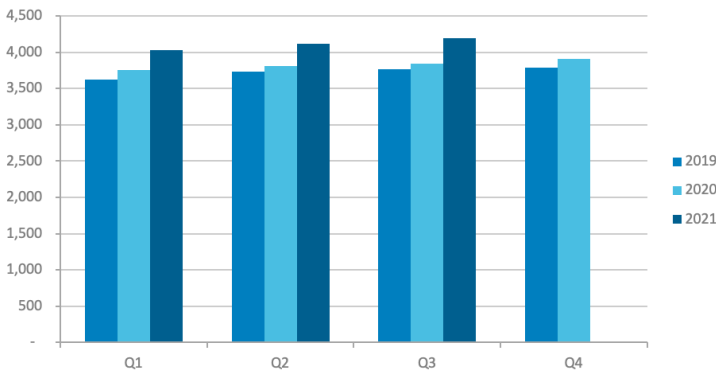
FINANCIAL REPORT

A special thank you to our Treasurers:

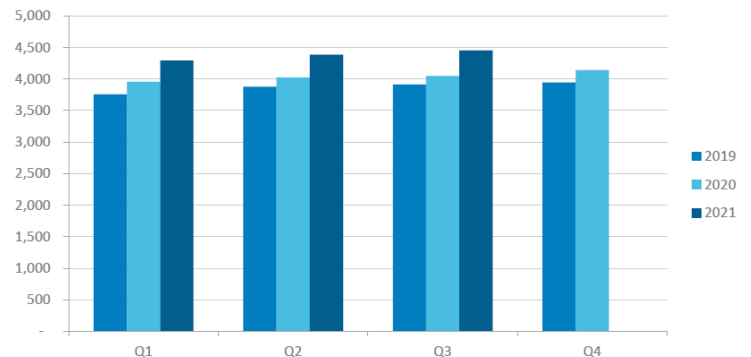
GAAR: Jean Duran

SWMLS: Cathy Colvin

ACTIVE GAAR MEMBERS (QTR TO QTR)



ACTIVE MLS PARTICIPANTS/SUBSCRIBERS (QTR TO QTR)



GAAR & SWMLS FINANCIAL POSITION
AS OF Q3 2021

Company	Assets	Liabilities	Reserves/Fund Balance
GAAR	\$8,494,085	\$918,528	\$7,575,557
SWMLS	\$3,944,883	\$1,166,014	\$2,778,869

* Because of the SWMLS annual billing in June, half (July-December) of SWMLS fee revenues are recognized in the current year, and half (January-June) are booked to deferred revenues, a liability account. These deferred revenues will be adjusted in January to revenue.

If you would like a copy of the GAAR & SWMLS audited financials for December 31, 2020, please contact:

Nick Fowler at nick@gaar.com or 505-724-3463

