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**COMPLETE**

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Page 1: 2021 GAAR Board of Directors Candidate Questionnaire

**Q1**

General Info:

**Name:** Morgan Cannaday-Henson  
**Firm Name:** Ida Kelly Realtors, LLC  
**Firm Address:** 7410 Montgomery Blvd NE, Suite 100  
**City:** Albuquerque  
**State:** NM  
**Zip:** 87109  
**Email Address:** morgan@idakelly.com  
**Phone Number:** 505-270-8139

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**Q2** REALTOR®/Subscriber

Member Type:\*\*Please select Designated REALTOR®/Participant if you are listed as the Designated/Qualifying Broker of your office.\*\*

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**Q3** Yes

Have you been a REALTOR® member of GAAR for at least 3 years prior to this nomination?

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**Q4** No

Do you have any Code of Ethics violations or non-compliance of a membership duty in the last 3 years?

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**Q5**

Which position are you applying for?

Select one **Director**

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**Q6** Respondent skipped this question

If you selected an "Officer Position" in question 5, have you served as an Officer or Director of GAAR or SWMLS within the past 5 years?

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**Q7** Respondent skipped this question

If you selected an "Officer Position" in question 5, prior to nomination, have you had at least 5 transactions that closed in the prior 12 months (prior to August 1, 2020) and/or are you a QB of at least 5 Brokers?

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**Q8** 5-10 years

Number of years licensed:

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**Q9** 5-10 years

Years of REALTOR® Membership:

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**Q10**  
Please list all GAAR, SWMLS, NMAR or NAR Committees or Task Forces you have been a member of: \*\*Hint - you can find your GAAR/SWMLS Committee history on your Member Portal.\*\*

Leadership, Education & Achievement Programs (LEAP) Committee (2014 - Present)  
Realtor Fund Committee (2014 - Present)

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**Q11** Yes

Have you participated in GAAR's Leadership Development Program?

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**Q12**  
Please list any REALTOR® Institutes, Societies or Councils in which you currently hold Membership:

None

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**Q13**  
Please list any REALTOR® Designations you hold:

Seniors Real Estate Specialist (SRES)

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**Q14**- Single-family Brokerage: **100**

In the appropriate space, indicate approximate percentage of your time that reflects your business: \*\*Must add up to 100%\*\*

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**Q15****Yes**

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, absence from three (3) regular or special meetings per fiscal year without an excuse deemed valid by the board of directors shall be construed as resignation. If elected, will you attend the regular meetings of GAAR as an Officer or Director?

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Page 2: 2021 GAAR Board of Directors Candidate Questionnaire

**Q16**

What challenges face the current real estate industry?

Due to Covid-19, iBuyer programs, such as those offered by OpenDoor, Zillow and now Keller Williams, are becoming even more attractive to sellers since it minimizes potential Covid exposure. It is crucial that Realtors stay informed of the pros and cons of these programs to better educate the public on them. It is also very important that Realtors offer a strong value proposition, level of service, professionalism and knowledge to their clients. With that, the "cons" of the iBuyer program (higher fees for seller and statistically lower sales price) will outweigh the "pros" (convenience and speed) for most sellers.

Low inventory and pent up buyer demand is also a huge challenge to our industry currently. Many sellers are holding off on listing their home in fear of Covid-19 exposure. It is imperative that Realtors follow proper precautions and safety protocols in order to make potential sellers feel confident and safe about selling their home.

If inventory continues to decrease and interest rates increase, housing affordability will become an even larger challenge in the coming years, especially for first time buyers.

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**Q17**

What challenges face the Association?

New Mexico has some of the highest E&O claims in the country. GAAR does a fantastic job with educational opportunities, but I think it is extremely important to do everything we can to increase member engagement. The more educated our members, the higher the bar for professional standards will become. When our level of education and professionalism is raised, not only will E&O claims decrease, the perception of our industry to the public will also improve.

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**Q18**

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

I am truly proud to be a member of GAAR and to have witnessed how member benefits and educational opportunities have expanded through recent years. In order to become even more relevant, I believe GAAR should continue to invest in products, tools and cutting edge technology for our members. With GAAR's contract with the Real Safe Agent app now discontinued due to technical glitches, I think it's important that GAAR research/select a new safety app to be offered as a member benefit.

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**Q19**

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

I would love to see more transparency regarding the decisions being made and the research/reasoning behind them. Many members were frustrated about the decision to end the subscription with CRS and enter into the contract with Remine. I know that immense research/thought went into this decision and think this frustration could have been avoided with better communication.

I would also love to improve our industry's public perception. GAAR does so much for our community, through the Realtor Fund grants, the Annual Angel Tree donations, the Title 1 Backpack Drive and so much more. I would love to see more public awareness for all our membership does to give back to the community in which we serve through earned (free) media exposure whenever possible.

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**Q20**

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

I believe the role of GAAR's Board of Directors is to listen to the needs of our members and make decision that benefit ALL - from big companies to small companies, top producers to brand new brokers. In order to properly execute this role of the Board of Directors, all viewpoints needed to be represented. I believe the representation on our Board should be a true reflection of our diverse membership. As a millennial broker in a small, independent brokerage, I can bring new insight and ideas to Board discussions.

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**Q21**

What do you feel will be unique about the next two-year time frame?

We are truly living in unprecedented times. No one yet knows what the long term impact of the current pandemic is going to be on the real estate market. Now more than ever, we as Realtors must act as real estate advisors to our clients and keep them up-to-date on market stability. Technology has always caused change in our industry but with the advent of iBuyer programs for sellers and home search/valuation sites for buyers, that change is going to escalate at a rapid rate in coming years. We as Realtors must anticipate and adapt to these changes and continue to find ways to provide true value to our clients in order to remain a relevant part of the home buying/selling process.

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**Q22**

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

I have chaired both the LEAP Committee and Realtor Fund Committee at GAAR for multiple terms through the years. I am also Board Chair for Hands Across Time NM, a local non-profit created to assist children aging out of foster care and other vulnerable populations secure affordable housing. I completed GAAR's Leadership Development Program in 2014. Through my previous experience in leadership, I have learned that communication is critical. An effective board member listens to all sides, including those of fellow board members as well as our Realtor members, and do thorough research before making decisions.

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**Q23**

Given the challenges that face the Association, why would you want to be a leader?

Being involved on committees at GAAR through my career in real estate has allowed me to remain connected and up to date with the changes in our industry. Serving as a leader at GAAR will allow me to be a voice for our members on how the association should adapt to those changes.

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**Q24**

Respondent skipped this question

Additional remarks by Candidate:

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