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**COMPLETE**

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Page 1: 2020 GAAR Board of Directors Candidate Questionnaire

**Q1 General Info:**

**Name:** Ramon Casaus  
**Firm Address:** 901 Rio Grande Blvd NW  
**City:** Albuquerque  
**State:** NM  
**Zip:** 87104  
**Email Address:** Ramon.Casaus@rocbq.com  
**Phone Number:** 5052503825

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**Q2 Member Type:** \*\*Please select Designated REALTOR®/Participant if you are listed as the Designated/Qualifying Broker of your office.\*\*  
**Designated REALTOR®/Participant**

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**Q3 Have you been a REALTOR® member of GAAR for at least 3 years prior to this nomination?** **Yes**

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**Q4 Do you have any Code of Ethics violations or non-compliance of a membership duty in the last 3 years?** **No**

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**Q5 Which position are you applying for?**

Select one **Director**

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**Q6 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?** **No**

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2020 GAAR Board of Directors Candidate Questionnaire

**Q7** 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, 2019) and/or are you a QB of at least 5 Brokers?

**YES – I have had at least 5 transactions that closed in the prior 12 months**

**YES – I am a QB of at least 5 Brokers**

**Q8** Number of years licensed:

**1-5  
years**

**Q9** Years of REALTOR® Membership:

**1-5  
years**

**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.\*\***

Tech Task Force

**Q11** Have you participated in GAAR's Leadership Development Program?

**No**

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

NA

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

NA

**Q14** In the appropriate space, indicate approximate percentage of your time that reflects your business:

**\*\*Must add up to 100%\*\***

- Single-family Brokerage:	<b>30</b>
- Appraising:	<b>0</b>
- Coaching:	<b>60</b>
- Farm & Land Brokerage:	<b>0</b>
- Commercial Brokerage:	<b>0</b>
- Building & Development:	<b>0</b>
- Property Management:	<b>10</b>
-Real Estate Instructor	<b>0</b>
- Other:	<b>0</b>

## 2020 GAAR Board of Directors Candidate Questionnaire

**Q15** 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? **Yes**

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Page 2: 2020 GAAR Board of Directors Candidate Questionnaire

**Q16** What challenges face the current real estate industry?

1. Disruption by Technology
  2. Heavily funded competition
  3. Data / who owns it / collecting it
  4. Compression of commissions
  5. Information overload (agent/client)
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**Q17** What challenges face the Association?

Not holding a previous position, I cannot say for sure what current challenges the Association faces. However, I would imagine relevancy would be the largest challenge. How does the Association provide value to its members that ultimately result in better quality transactions, careers and consumer experience?

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**Q18** How do you feel GAAR could be more relevant to our members?

Speaking from personal shortcomings with paying attention to GAAR emails etc., I think the use of digital media & social media. Small examples would be the use of video through email, having a face of the Association and instead of sending lengthy emails, send updates/information via video. Most Brokers are now using social media and as more younger brokers enter the market, staying relevant through social media will make a huge difference. Posting those same videos through channels like Facebook & Instagram will drastically improve member engagement. People utilize social media outlets as their #1 source of constant & relevant information. By creating a face of the association & developing informational content which can be shared through social media, this will help develop a culture of the association which you can connect and easily share with the members.

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**Q19** Name one problem you find with GAAR, and how would you fix it:

I wouldn't necessarily call this a problem but it's something I've noticed; Independent Brokerages are on the rise across the Country. There are very great companies here in Albuquerque. I believe it would be beneficial for these owners to work together to help strengthen operations, recruitment, value propositions etc. I think the Association would be a great medium to help do so. Owning an Independent Brokerage is something that I am very passionate about and would really enjoy heading something like this.

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**Q20** Describe the role of the Board of Directors of the Greater Albuquerque Association of REALTORS®:

The Role of The Board of Directors is to provide it's members with tools, resources and education to help further their businesses. The Board also ensures that we are holding our members to the highest ethical and professional standards at all times.

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## 2020 GAAR Board of Directors Candidate Questionnaire

### **Q21** What do you feel will be unique about the next two-year time frame?

The real estate industry is changing at such a rapid pace, within the next two years we will continue to see the growth of heavily funded platforms, technology offerings and new brokerage models. With an election year coming up in 2020, the real estate market fragile. It's difficult to determine what exactly will be unique however I feel that alot of new ideas in real estate, iBuyers, All in one platforms, Zillow etc the real winners will start to appear and a new pace/standard will be set in residential real estate.

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### **Q22** What leadership skills, education, experience, or training do you posses that you feel would be beneficial on the Board of Directors?

Leadership Skills: Right now I currently head my brokerage of 30+, I believe this is valuable because I have learned how to inspire people and embrace change. We are brokerage driven by technology and digital marketing, I believe my ability to implement new ideas/systems and attract people to using them would be very valuable.

Education: I have a bachelors degree in finance from UNM. That is my formal education, however, in terms of real estate, I have a passion to further my knowledge of how the industry is changing and where my business falls within those changes. I have a desire to constantly stay ahead and understand the business I am in. Whether that is Inman Connect Conferences, Brian Buffini workshops, Craig Proctor Brokerage Builders or visiting Zillow Head Quarters, I am always looking to further my real estate education.

Experience: My experience I believe is beneficial to the board of directors is the growth of ROC Real Estate Partners. Like many, I built my company from the ground up, no prior experience, no money or formal training. I ran into and still am running into many decisions and obstacles which brokerages face today. I understand these challenges in such a different way and can bring a vert strong perspective from the Independent Brokerage side of the industry.

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### **Q23** Given the challenges that face the Association, why would you want to be a leader?

There is a saying, "the only constant in technology is change." Technology is now only of the largest influences in real estate. Change brings new challenges and I truly enjoy working through those challenges. I have come to a point in my career where I want to set an example for brokers outside of and inside of my company by contributing to a greater cause. I feel my passion for growth within the industry sets me apart from other candidates.

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### **Q24** Additional remarks by Candidate:

**Respondent skipped this question**

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