



Wednesday, August 5, 2026

2027 GAAR Board of Directors Candidate Questionnaire

To be eligible to run for the GAAR Board of Directors, you must complete this entire Candidate Questionnaire by the deadline of **5:00 pm on August 28, 2026. (deadline extended)**

If you're selected to run as a candidate, your responses to this Questionnaire will be posted on the GAAR website verbatim and available for review by the membership. (GAAR staff will not edit your submission, please proof your Questionnaire.)

Name

Larissa Alarid-Martinez

Please upload your headshot or photo



Brokerage Name

Coldwell Banker Legacy

Brokerage Address

8200 Carmel Ave NE Ste 103

City

Albuquerque

State

NM

Zip

87122

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

REALTOR®/Asso
ciate Broker

2. Have you been a a REALTOR® for at least three (3) years?

Yes

3. Have you been a member of GAAR for at least one (1) year?

Yes

4. Have you had any Code of Ethics violations or non-compliance of a membership duty in the last three (3) years?

No

5. For which position are you applying?

Director (2 year term, 5 available positions)

6. If you selected an Officer position, prior to nomination, have you had at least 5 transactions that closed in the prior 12 month period (August 1, 2025 - July 31, 2026) 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

7. To be eligible for an Officer position, you must have fulfilled a two (2) year term on the Board of Directors within five (5) years of nomination. Please provide the years you served as a Director or Officer on the GAAR Board of Directors. Please write N/A if not applicable.

N/A

8. If you selected an Officer position, have you served on at least one (1) GAAR or SWMLS Committee in the past five (5) years?

N/A

9. Please list all GAAR, SWMLS, NMAR or NAR committees or task forces you have been a member of. (You can find your GAAR/SWMLS committee history on your Member Portal.)

Grievance Committee currently

10. To run for the position of President-elect, you must have fulfilled a two-year term on the GAAR Board of Directors (Officer or Director). If you selected to run for the President-elect position, have you served a two-year term?

N/A

12. Number of years licensed:

10-20 years

13. Number of years of REALTOR® membership:

10-20 years

14. Have you participated in GAAR's Leadership Development Program or NMAR's Growth & Involvement Program?

No

If yes, which one and what year?

NA

15. Please indicate which REALTOR® Designations you hold:

None

16. Please list any REALTOR® institutes, societies or councils in which you currently hold membership.

The Institute for Luxury Home Marketing

17. What are your primary disciplines in your real estate practice? Check all that apply.

Residential

18. Service as an elected Officer or Director requires attendance at Board of Director meetings - and Executive Committee meetings for Officers. Regular attendance is necessary for understanding Association business. As stated in the Association Bylaws, absence from three (3) or more 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 and special meetings of GAAR as an Officer or Director?

Yes

19. What challenges face the current real estate industry?

For Albuquerque specifically, the challenge isn't that homes aren't selling. It's that homes are no longer selling simply because they're listed. Success today depends on pricing correctly from the start, preparing the home well, and executing a strong marketing strategy. Expertise makes a measurable difference now more than ever. Buyers have more negotiating power than they did a few years ago. They are more likely to negotiate repairs, request seller concessions, or receive closing cost assistance, and they generally have more time to evaluate their options before making an offer. While affordability is still a challenge, today's market offers opportunities for well-prepared buyers who have a clear strategy.

20. What challenges face the Association?

Helping Realtors demonstrate their value in a market where pricing, negotiations, and local expertise make a significant difference. Buyers and sellers need Brokers who understand a neighborhoods trends rather than relying on broad national headlines and all the media sensationalism out there.

21. Given the challenges you identified above, how would you contribute as a leader?

Serving as a Qualifying Broker for four years gave me the opportunity to mentor brokers, solve problems, navigate risk management, and lead through changing market conditions. Returning to sales has given me a renewed appreciation for the day-to-day challenges we face from generating business and adapting to market shifts to serving clients in an increasingly complex environment.

As a leader, I bring both perspectives. I understand what brokers need to support their AB's, and I understand what brokers need to be successful in the field. I believe in leading by listening, fostering

collaboration, encouraging professionalism, and promoting continuing education. My goal is to help create an association that equips all with the tools, knowledge, and confidence to thrive while strengthening the trust our community places in our profession.

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

One of the greatest ways the association can remain relevant is by providing practical, hands-on education that members can immediately apply to their businesses. Beyond meeting continuing education requirements, we should offer training that reflects today's market pricing strategies, negotiations, technology, AI, social media marketing, risk management, and business planning. Just as important is recognizing that Realtors are at different stages of their careers and serve different types of clients. A new broker has different needs than a seasoned professional, and those specializing in residential, luxury, land, commercial, property management, investment properties, or short-term rentals each face unique challenges. By providing targeted education, mentorship, and resources for every career stage and every real estate niche, the association can become an indispensable partner that helps members grow their expertise, adapt to change, and better serve their clients throughout their careers.

23. Name an area where GAAR could be better and how you would address it.

I'd love to see GAAR develop learning tracks or certificates for different specialties such as Land Specialist, Luxury Specialist, Property Management, or AI for Realtors. This would help members build expertise in their chosen niche while distinguishing themselves in the marketplace.

24. Describe the role of the Board of Directors of the Greater Albuquerque Association of REALTORS®.

I believe the role of a Board of Directors is to listen, lead, and serve. The Board's responsibility is to understand the needs of the membership, set a strategic vision, and ensure the association provides meaningful value to Realtors at every stage of their careers. Having served as a Qualifying Broker and now being back in the field, I bring the perspective of both leadership and active practice. I understand the importance of strong governance, responsible decision-making, and creating resources that help members succeed. My goal would be to contribute to an association that is forward-thinking, collaborative, and focused on professionalism, education, advocacy, and the continued success of our members.

25. A position on the GAAR Board of Directors means serving your Association and putting the needs of the members first. Do you affirm that you will serve your membership, acting in a neutral capacity for the betterment of the members?

Yes, I affirm

26. What do you think will be unique about the next two-year time frame?

Over the next two years, I believe GAAR has an opportunity to become even more essential to its members by focusing on the unique needs of our local market while preparing Realtors for the future. Albuquerque and the surrounding communities have their own challenges, including affordability, limited inventory, growth patterns, new construction, and the differences between neighborhoods and property types. GAAR can provide unique value by offering more practical, in-person education that addresses these local challenges, helping members understand market data, improve negotiation skills, strengthen their businesses, and adapt to changing consumer expectations. There is also an opportunity to better support Realtors across all stages of their careers and specialties, from new brokers building a foundation to experienced professionals serving niches such as residential, land, commercial, luxury, investment properties, and new construction.

The next two years will also be an important time to strengthen the connection between Realtors, the association, and the community. By increasing collaboration, expanding mentorship opportunities, embracing technology, and continuing to advocate for housing solutions, GAAR can help members not only navigate change but lead through it.

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

My leadership skills come from a combination of professional experience, education, and service. As a Qualifying Broker for four years, I developed skills in mentoring brokers, managing risk, supporting compliance, problem-solving, and guiding others through change. My Master's degree in Education, along with Bachelor's degrees in Psychology and Sociology, has strengthened my understanding of adult learning, communication, motivation, and group dynamics. Returning to active real estate sales has given me a current perspective on the challenges Realtors face today, allowing me to bring both leadership experience and a member's viewpoint. I believe effective leadership starts with listening, collaboration, and creating opportunities for others to grow and succeed.

28. What else would you like to tell the membership about yourself? (i.e. personal interests, activities, hobbies, etc.)

Beyond my professional experience, I believe leadership is rooted in service, curiosity, and connection. I have had the privilege of leading Bible study now for the 3rd time, serving as a lector at church in the past, and volunteering each Tuesday to help prepare 400 lunches for unhoused members of our Albuquerque community. I continue to develop my communication and leadership skills through Toastmasters, community theater, and a couple of improv classes in the past, which have strengthened my ability to listen, collaborate, think creatively, and connect with others. I am proud of my Northern New Mexico roots, growing up in Chimayó as part of an 8th-generation traditional Spanish weaving family, which instilled in me a deep appreciation for culture, tradition, and community. As a mom and wife, I value relationships, commitment, and balance. I also enjoy traveling, running, and fitness, which reflect my passion for learning, perseverance, and embracing new experiences.

We appreciate your interest in serving. You will be notified when the Nominating Committee chooses the candidate slate for the upcoming election.