



Wednesday, August 12, 2026

2027 SWMLS Board of Directors Candidate Questionnaire

To be eligible to run for the SWMLS Board of Directors, you must complete this entire Candidate Questionnaire by the deadline of **4:00pm on August 26, 2026**.

Please note that the answers you provide to this questionnaire will make up your official statement and will be published in its entirety on the GAAR/SWMLS website for voting member review during the election process. (GAAR staff will not edit your responses; please proof your questionnaire.)

General Information

Name

Linda Coy

Upload headshot or photo



Brokerage Name

Realty One of New Mexico

Brokerage Address

4121 Wyoming Blvd., NE Ste. #3

City

Albuquerque

State

NM

Zip

87111

Number of Years as a REALTOR® Member: 31

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

Are you a managing broker? If so, how many brokers do you supervise? Yes, 45

For which position are you applying? Director (2 available) Treasurer (one year term)

Do you have any Code of Ethics violations or have you ever had any disciplinary actions from the New Mexico Real Estate Commission in the last 3 years? If yes, please elaborate. If no, indicate N/A. N/A

Officer and Director nominees must have completed three (3) of the following items:

- 1 year on any NMAR, NAR, or NMREC Committee, PAG or Task Force
- 1 year as GAAR and/or SWMLS Director or Officer
- 1 year as Chair of any SWMLS or GAAR Committee
- 1 year as Member of any SWMLS Committee or selected GAAR Committees (Professional Standards or Grievance) or served as GAAR Mediator or Ombuds.
- Complete a Leadership Development Program at the local, state or national level
- Attend at least 2 SWMLS BOD meetings within the last year - can be completed before taking office in January
- Complete both a Robert's Rules of Order and MLS Rules Refresher course
- Have had five (5) transactions that closed in the prior twelve (12) months in which he or she represented a buyer, seller, landlord or tenant or performed an appraisal OR be a qualifying broker of at least five (5) brokers

The following questions address these items:

Have you ever served as a Director or Officer of SWMLS? Yes

Have you ever served as a Director or Officer of GAAR? No

Have you served as a Chair of a SWMLS or GAAR Committee within the past 5 years? No

Please list all SWMLS, GAAR, NMAR and NAR committees, task forces or PAGs you have been a member of. You can view your SWMLS/GAAR committee history by going to your member portal.

SWMLS Director for 4 years
NMAR Director for the past 4 years
Gap Committee Member for 5+ years
Compliance Committee for past 3 years
Governmental Affairs Task force
Governmental Affairs Committee

Have you participated in GAAR's Leadership Development Program, NMAR's Growth and Involvement Program, or any other leadership training?

Yes

If yes, please provide program name and year completed. Please write N/A if not applicable.

GAAR Leadership Development Program 2019

How many transactions did you have within the last 12 months, August 1, 2025 to July 31, 2026?

30 including active listings

Have you completed a Robert's Rules of Order and MLS Rules Refresher course?

Robert's Rules of Order

Both Robert's Rules of Order and MLS Rules Refresher

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

Residential

Commercial

Please list any REALTOR® Institutes, Societies or Councils in which you currently hold membership.

Member of National Association of Realtor
Member of New Mexico Association Realtors
Member of SWMLS
Member of GAAR
Member of Council of Residential Specialists
Member of Accredited Buyer Agency Council
Member of CARNM

Please indicate which REALTOR® Designations you hold:

ABR

CRS

GRI

Have you reviewed the Board Responsibilities document and do you agree to abide by these responsibilities?

Yes

Which technologies offered by SWMLS are your favorites, and why?

I am particularly excited about some of SWMLS's newest tools, including Property Shield, CubiCasa, Forewarn, and Domus Analytics. While attending the NAR convention in Houston, I had the opportunity to meet with the owner of Property Shield alongside other directors and learn firsthand how the program

helps protect the integrity of MLS data by identifying fraudulent advertising and assisting members in maintaining accurate listings. Because it is simple to use, I believe it will provide significant value to a large percentage of our members.

CubiCasa is another valuable addition, making it easier for brokers to create and provide floor plans that enhance property marketing.

Forewarn offers an important layer of protection by helping keep brokers safe in the field through identity verification.

Most recently, Domus Analytics was introduced to provide enhanced market statistics and reporting. I believe this platform has tremendous potential to deliver meaningful data and insights that will benefit brokers and their clients for years to come.

What I appreciate most about these tools is that they improve data accuracy, enhance member safety, and provide resources that help brokers better serve their clients.

Please share your experience, qualifications, skills, knowledge, and any other relevant information that would make you an asset to the SWMLS Board of Directors and SWMLS Participants and Subscribers. What leadership skills do you bring to the role?

Having previously served on the SWMLS Board of Directors, I understand both the responsibilities of the position and the importance of ensuring that the MLS continues to meet the evolving needs of its members. I have enjoyed the work of SWMLS and appreciate the role it plays in addressing industry changes, evaluating technology that best serves our membership, and developing policies that help brokers adapt and succeed in a rapidly changing environment.

During my previous term, SWMLS faced significant challenges, including the NAR lawsuits, Clear Cooperation, and changes related to buyer brokerage. I was honored to serve as a director during that time and to participate in the discussions, strategic planning, and development of best practices that helped guide our members through those transitions.

In addition to my board experience, I bring leadership, managing my current associates, industry knowledge, 30+ years as a Realtor member and a commitment to serving our membership. I value collaboration, thoughtful decision-making, and open discussion and I would welcome the opportunity to once again be an active and productive member of the SWMLS Board of Directors.

What is the role of the SWMLS and what are the challenges facing SWMLS moving forward?

Some of the greatest challenges facing SWMLS will be keeping pace with rapidly changing technology while protecting the accuracy, security and value of MLS data. SWMLS will be navigating the increasingly complex regulations and the very competitive environment to continue to be relevant and the source for the data. SWMLS must continue to innovate and provide tools that make our members more efficient, while ensuring those tools are practical and accessible to brokers at every level. At the same time, protecting the integrity of our data and maintaining the MLS as a trusted, neutral and reliable source of information will become increasingly important as outside technology companies expand their use of real estate data. Ultimately, I believe SWMLS must continue to demonstrate its value by putting the needs of its members and the integrity of the marketplace at the center of every major decision.

What are the strengths of the SWMLS core software and affiliated technology offerings and where do you see room for improvement and/or change?

SWMLS has done a great job with software and technology choices. The platforms that have been added over the past few years continue to help keep the data accurate while making the tasks of the members easier to accomplish. Things that used to take a lot of time or we had to go to multiple sources are now easily managed with the offering of Forewarn, Real Reports, Flexmls, Rentspree, Property Shield and the new Domus Analytics. All this technology and the tools are easily accessed with a single sign-on to the GAAR/SWMLS platform. I see SWMLS using the tech committee to vet all the latest products and choosing those that fit the needs of the members to help them in their Real Estate careers.

What is the one thing you would like to change that is in the purview of SWMLS?

I would like to see SWMLS continue to emphasize member education and utilization of the valuable tools and resources already available to us. SWMLS continually adds innovative products, but we could do more

to ensure that brokers understand how these tools can improve their businesses and are actually using them. As a Qualifying Broker who manages and trains my associates, I see that technology is only valuable when members understand it and know how to use it in their daily business. I would like to see continued investment in simple, practical training and communication that helps members get the greatest possible value from their SWMLS membership and all the tools and technology that SWMLS has to offer.

Additional remarks by Candidate:

Having served on SWMLS previously, I look forward to the opportunity to serve again. The path ahead will be interesting and no one really knows what is in store in the future. Being able to adapt to any changes in the industry and our marketplace is crucial to each Broker's success and I would enjoy being a part of that.

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