



Wednesday, August 26, 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

Morgan Cannaday

Please upload your headshot or photo



Brokerage Name

Ida Kelly Realtors

Brokerage Address

7410 Montgomery Blvd, Suite 100

City

Albuquerque

State

NM

Zip

87109

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

REALTOR®/Associate 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?

N/A

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.)

GAAR LEAP Committee: 2014 - Present
GAAR Realtor Fund Committee: 2014 - Present
NAR Leadership Advisory Board: 2025 - Present
GAAR Board of Directors: 2021 - Present

NMAR Board of Directors: 2025 - Present
NAR Board of Directors: 2025 - Present
GAAR President: 2024
GAAR PAG/Task Forces include: Bylaws, Policies, Citation Program, Event Center

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?

Yes

If yes, which one and what year?

Graduated GAAR's LDP in 2014

15. Please indicate which REALTOR® Designations you hold:

SRES

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

N/A

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?

The real estate industry continues to face significant challenges surrounding housing affordability and

accessibility. Home prices remain out of reach for many buyers relative to household incomes, while higher interest rates impact monthly payments and therefore reduce purchasing power. Limited and mismatched inventory (especially affordable, entry level housing) continues to constrain the market as well.

The industry is also facing an issue of public trust. Recent national lawsuits and settlements concerning real estate commissions have brought increased scrutiny to industry practices, compensation and our value/necessity in the real estate transaction.

20. What challenges face the Association?

Our biggest, continued, challenge as an association is to continually prove our value to members in a rapidly changing industry. With Open MLS conversations happening, members are understandably asking what role the association and MLS will play in the future and what they are receiving for their dues investment. We need to clearly demonstrate that our value goes beyond services—it includes advocacy, education, resources and providing Realtors with a collective voice.

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

All of these challenges require a proactive and collaborative approach:

-Housing affordability and accessibility: We need to work in constant collaboration with our homebuilders, developers and industry leaders to identify practical solutions to increase housing supply and accessibility. We also need to continue our advocacy efforts with elected officials to provide them with the data and information necessary to create impactful housing legislation.

-Public trust: We need to be the leading, trusted voice in local media to help educate the public and correct misinformation. We need to continually demonstrate to the public why our expertise and guidance are still an essential part of the real estate transaction.

-Membership value/engagement: We need to make sure members feel heard, connected, and involved. It is not enough to communicate TO members- We need to communicate WITH them- Listen to their concerns, and show that their feedback influences our direction.

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

Instead of assuming we know what our fellow members need, we should regularly ask: What is your biggest challenge right now? Where are you losing time? What do you wish you had help with? Then, we can use that feedback to shape education, technology offerings, communication, and member services.

Our Tech Tune-Up events are a wonderful example of taking the extra step to provide our members with one-on-one help and support.

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

Realtors are constantly overwhelmed with information. Important information can easily get lost among emails, social media, MLS messages, education announcements, and everything else competing for a member's attention.

We need to be able to accommodate each of our members preferred communication methods. I would love to see our member communication become more personalized to their preferences, both in how we communicate and how frequently, with more opportunities for direct feedback.

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

As a member-run association, the Board of Directors has a responsibility to make decisions that serve the best interests of ALL members - not individual businesses, brokerages, or personal interests.

The Board should provide strategic direction, hold the association accountable to its mission, listen to the membership, and make thoughtful, informed decisions that position GAAR for long-term success. That requires collaboration, open-mindedness, and the ability to look beyond the immediate issue to consider what is best for the organization and its members over time.

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?

Changes coming to the appraisal industry are sure to have a large impact on us in coming months - UAD 3.6 will provide consumers with improved data and consistency, BUT the additional time, technology, and training required for appraisers, combined with a wave of retiring appraisers, will inevitably lead to fewer appraisers in the market, longer appraisal turnaround times, and higher costs for consumers. Our association should proactively collaborate with local appraisers, GAAR's Appraisal Committee, and legislators to understand these challenges and advocate for practical solutions. It is critical that laws governing appraisers remain aligned with The Appraisal Foundation's national standards and qualifications, helping reduce unnecessary barriers, support the next generation of appraisers, and maintain timely, affordable appraisal services to consumers.

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

My ability to listen to other perspectives, collaborate, communicate, and follow through would remain beneficial to the Board and our members.

I have learned that we as a Board don't need to agree on everything to work effectively together. We do, however, need to be willing to listen, respect one another, and remain focused on our shared objective.

I also bring a need to stay continually learning. Real estate is changing too quickly for any of us to assume that what worked yesterday will work tomorrow. I believe an effective Director needs to stay informed about the market, technology, legislation and the needs of the members.

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

Many in my life *lovingly* refer to me as the "crazy dog lady" - For the past 10 years, I have volunteered for local animal rescue- fostering over 100 abused, neglected or abandoned dogs and raising funds for for their vet care and our free spay/neuter program.

When I'm not working, you can find me bopping around town with one of my foster/adopted pups or my rescue potbelly pig, Rico. :)

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