



Tuesday, August 25, 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

Sam Sandoval

Upload headshot or photo



Brokerage Name

Keys To New Mexico

Brokerage Address

664 NM 165

City

Placitas

State New Mexico

Zip 87043

Number of Years as a REALTOR® Member: 23

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? 3

For which position are you applying? President-elect (Officer - 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?

Yes

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.

Tech Committee, Social Media PAG, Strategic Planning task force

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

No

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

N/A

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

15

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

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

Flipping, Wholesale, Investments

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

N/A

Please indicate which REALTOR® Designations you hold:

None

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?

Forewarn and Cubi Casa:
Forewarn is an excellent resource because it allows me to research prospective buyers and review publicly available criminal records before meeting them in person. These potential red flags, help me make informed decisions about how to protect myself and my brokers when showing properties in situations that may present additional safety concerns.

Cubi Casa: Having a floor plan for a property is invaluable, but having a professional floor plan measurement tool right in your pocket takes that convenience to an entirely new level. I can now scan a property using my phone and have a completed floor plan ready within 24 hrs all at a fraction of the traditional cost. The convenience, efficiency, and affordability are exceptional. I love this product and use it

frequently in my business.

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?

I have had the privilege of serving as a real estate qualifying broker for the past 20 years, an experience that has provided me with invaluable knowledge, perspective, and a deep understanding of our industry. Throughout my career, I have developed skills that have contributed not only to my professional success, but also to my growth as a leader and business owner.

It would be an honor to serve as President of the SWMLS Board. I would bring to the role the qualities I believe are essential to effective leadership: trust, honesty, accountability, and, above all, integrity. These principles have guided me throughout my career and are values I believe should remain at the heart of everything we do.

Owning and operating a business has also provided me with tremendous leadership experience. I have had the opportunity to work with and lead employees, brokers, and industry professionals, while developing the ability to manage both people and financial responsibilities effectively. These experiences have taught me the importance of communication, collaboration, sound decision making, and treating people with respect.

After 20 years in this industry, I believe I have the experience, leadership skills, and commitment necessary to serve our members and help guide SWMLS toward continued growth and success. I would be honored to have the opportunity to give back to an industry that has given me so much.

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

SWMLS plays a critical role in the areas of data and technology, serving as a trusted resource for our members and the broader real estate community. Our responsibility extends far beyond simply collecting data. We are responsible for collecting, storing, maintaining, validating, cleaning, analyzing, protecting, and researching data so that our members can rely on accurate and meaningful information to make informed business decisions.

At the same time, SWMLS provides technology and tools that enable our members to operate more efficiently, improve their businesses, and better serve their clients on a daily basis. As technology continues to evolve, our role is to ensure that these tools remain relevant, secure, innovative, and aligned with the needs of the professionals who depend on them.

One of the greatest challenges we face is the extraordinary pace at which technology, particularly artificial intelligence, is advancing. AI creates tremendous opportunities, but it also raises important questions about data ownership, privacy, security, and control. Who has access to our data? Where is that data being stored and processed? How is it being used, shared, or repurposed? And, perhaps most importantly, how do we ensure that our data is being handled responsibly and in a way that protects the interests of our members?

These questions require us to be proactive rather than reactive. SWMLS must continue to understand emerging technologies, establish appropriate safeguards, strengthen data governance, and develop better ways to monitor and control how our data is accessed and utilized. Our goal is not to resist innovation, but to embrace it responsibly—ensuring that technology and AI work for our members while maintaining the trust, security, accuracy, and integrity of the data entrusted to us.

Ultimately, SWMLS has an important responsibility to balance innovation with stewardship. As data and technology become increasingly central to the real estate industry, our ability to protect, manage, and strategically leverage these resources will be essential to the continued success of our members.

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 a significant core strength in its MLS database and FlexMLS. These have been an integral part of our industry for many years, and it is important that we continue to invest in keeping them relevant,

innovative, and responsive to the evolving needs of our members. For most active brokers, the MLS is not simply a resource they access occasionally, it is an essential part of their daily business. It supports everything from listing management and market analysis to collaboration, client service, and business development.

One of the greatest strengths of the MLS is the power of the shared database. It allows our members to enter, maintain, and access accurate information while also making that information available across our membership and, where appropriate, beyond it. This shared system creates an environment where brokers and agents can work together more effectively, regardless of the size of their organization or the market they serve. In many ways, the collective value of the MLS is far greater than the value of any individual participant's data because it creates a common platform for cooperation and transparency across the industry.

Looking ahead, I believe there is an opportunity to further strengthen this value through improved data sharing and collaboration across state lines. Real estate does not stop at a state boundary, and neither should our ability to effectively share information and serve clients. I would like to explore how SWMLS can work more closely with our regional MLS partners and neighboring states to create greater interoperability, more consistent data standards, and a smoother experience for brokers who operate across multiple markets.

There is an opportunity for us to think beyond our individual MLS organizations and consider how we can cooperate as a broader industry. By strengthening our relationships with regional and state partners, we can create a more connected data ecosystem that benefits our members, improves the consumer experience, and ensures that FlexMLS and the MLS database remain powerful and relevant tools for the future of real estate.

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

I would like to see our members benefit more directly from the leads and opportunities they generate through their own business efforts. There is a tremendous opportunity for SWMLS to help facilitate that connection by providing a modern, consumer-facing search portal that can be easily accessed by the public while still creating meaningful value for our members.

This is something I feel we have been missing for many years. A well-designed public search experience could strengthen the connection between consumers and our members, create greater visibility for listings, and help ensure that the MLS remains a central resource throughout the real estate journey. It would also give us an opportunity to better showcase the value of the data and technology we already have while creating new ways for our members to engage with potential clients.

Ultimately, I believe we should be looking for ways to make the MLS work harder for our members not only as a place to manage and share listings, but as a platform that helps generate opportunities, connect consumers with professionals, and support the future growth of their businesses.

Additional remarks by Candidate:

As incoming President-Elect, I am committed to working diligently on behalf of our entire membership and to leading with honesty, integrity, and heart. I believe strong leadership begins with listening to our members, understanding the challenges they face, and remaining focused on creating meaningful value for the professionals we serve.

My goal is to help further strengthen our organization and position our membership within a marketplace where their expertise, professionalism, and contributions are recognized and valued. We have an opportunity to build upon the strengths of our association while embracing thoughtful innovation, collaboration, and positive change.

I will approach this responsibility with humility, transparency, and a genuine commitment to serving our members. Together, I believe we can continue to build an organization that not only meets the needs of today's real estate professionals, but also prepares our membership for the opportunities and challenges of tomorrow.

We appreciate your interest in serving. You will be notified when the Nominating Committee

chooses the candidate slate for the upcoming election.