

# PENSACOLA ASSOCIATION OF REALTORS®, Inc.

## **CONSENT TO SERVE**

**as an Officer or Director commencing January 1, 2024**

1. I understand that by submitting this form, I consent to have my name submitted to the Nominating Committee to be considered as a candidate for the position of either an officer or director member of the Board of Directors of the Pensacola Association of Realtors® for 2024, and that this information will be posted on the Internet. I further understand that all candidates must be interviewed by the Nominating Committee.

NAME: \_\_\_\_\_ Tamela "Tami" Harris \_\_\_\_\_

OFFICE: \_\_\_\_\_ HomeSmart - Florida \_\_\_\_\_

ADDRESS: \_\_\_\_\_ 2515 N. 18<sup>th</sup> Ave. Pensacola, FL 32503 \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ 850-324-1876 \_\_\_\_\_ EMAIL: \_\_\_\_\_ tami@tamiharris.com \_\_\_\_\_

2. I wish to interview for the position of:

\_\_\_XX\_\_\_ President-Elect    \_\_\_ Secretary/Treasurer    \_\_\_ Director

3. Please provide the following information:

Number of years as a member of PAR \_\_\_\_\_ 10+ \_\_\_\_\_

Number of years in the real estate business \_\_\_\_\_ 10+ \_\_\_\_\_

Real Estate Specialty (e.g., residential, commercial, property management, etc.)

\_\_\_\_\_ Residential \_\_\_\_\_

Have you received any disciplinary action from the Florida Real Estate Commission or been found Guilty of violating one or more Article of the Realtor® Code of Ethics within the past 3 years from the date of this application?    Yes     No

If Yes, please explain including date and details. If you need more space, please use additional sheets.

\_\_\_\_\_  
\_\_\_\_\_

4. What do you believe is the biggest challenge facing our Association today?
  - a. Class action lawsuit re: sellers paying buyer's agent commissions that could impact the industry significantly
  - b. Succession planning for the BOD and Committee Chairs and Co-Chairs
  - c. Succession planning for the staff at PAR
  - d. Attracting more members to be a member of committees
  - e. Attracting more members to participate in our education offerings.
  - f. Educating members on all the tools and benefits from NAR, FR and PAR
  - g. Having a proven process to evaluate, beta and alpha test technology before we release it to our members. Ensure we have a solid list of features listed in our request for proposal and in our contracts. Ensure we have a significant trial period where we can cancel a contract without penalty with any new vendor and/or any new software product or major upgrade to existing software products. We cannot repeat 2022 software issues we had with showing time and Gulf Coast CMLS. I imagine that caused a negative effect re: attracting more participation on our committees.
  
5. If elected, how would you recommend the association respond to this challenge? (please be as specific as possible)
  - 1 a. Survey membership (using a professional / consultant written survey) on what education and networking events they would like us to offer and how often per year (ie, contract classes every month or every other month; GRI, CRS, other classes from list of FAR available classes, etc.)
  - 1 b. Continue to offer a wide range of education and networking resources & events that are well advertised in advance.
  - 1 c. Host a broker's meeting or breakfast on a regular basis (have a monthly or bi-monthly event scheduled) and discuss what is going on in committees at PAR and with events. Ask Brokers to share with their agents at their 1-2x month meetings and hold them accountable to help with increasing engagement (measure the brokerage agent engagement today and quarterly or semi-annually or annually to show increase or decrease of agent involvement from particular brokerages).
  - 1 d. Ask the BOD, Executive Board and/or staff meet with Local Brokers and leaders at the various brokerages regularly to review our education and networking events and ask them to be more engaged. Especially the med-large brokerages that have zero to little participation on the Committees and the Board currently.

2 a. Create a spreadsheet with all functionality present in current product and required in new product and functionality that is desired. Issue Request for Proposals (RFPs) to software vendors to verify they meet the required list at a minimum and require we see their product release schedule for the next 2-3 years to verify what features are on their future releases that may meet our desired functionality list. This will allow us to have their currenty and product schedule release of future functionality in writing when contracting with them, This data would come in handy to share with attorney in the case where we may need to break a contract without penalties due to lack of functionality (such as with the HomeSnap product recently). It will also prove to our general membership that we consulted with top 2-3 most viable vendors in the product space, completed extensive due diligence, issued and reviewed RFP responses with detailed list of required and desired functionality before we disrupted their normal course of business with a new product that was expected and advertised as being a better solution for the task.

6. As a director or officer, you will be expected to attend monthly Directors meetings and selected other events throughout the year. Do you understand and agree to do so?

Yes  No

7. Do you support and contribute to RPAC? Yes  No

7a. If "yes", how much have you contributed in 2022 and how much have you contributed in 2023?

2022: \_\_\_ Sterling level – over 1000

2023: \_\_\_ Will be at Sterling level again (so far est 150)

7b. If "no", please explain: \_\_\_\_\_  
\_\_\_\_\_

7c. Would you pledge to become at least a \$99 Club contribute each year you serve as an officer and/or director of the Association? Yes  No

8. As an officer or director of the Board, you will be representing the organization. Will you support positions taken by the PAR Board of Directors, even if you opposed the positions when they were being considered by the Board of Directors? Yes  No

If challenged, how will you respond to a member if asked about your personal feelings versus the Association's position?

We vote as a board and the majority rules. I support the majority as we represent the entire membership not just one person's opinion or one person's agenda.

9. Please describe, in your own words, your perception of the role of the position for which you seek to be elected, and the reasons you feel **you** are best qualified to serve in this position.

I've been an active member of the Board of Directors and several committees for many years and would be honored to serve in the President-Elect position 2024 to continue to grow in my leadership skills and my leadership roles at PAR. I also have a BA degree in Accounting from UWF so am very well versed with financial statements. I negotiated with software and consulting vendors and CXO clients for a living in my past life as an executive with several software companies, including IBM, therefore very knowledgeable of software costs and negotiation tactics in that arena. I was head of fundraising and on local and national board for the HRC PAC for many years and have ideas on how to engage our members in that area. I am well versed with how the BOD and several committees operate amongst our association and will continue my involvement in various committees to continue to grow as a leader in our association. I look forward to supporting the 2024 President in her endeavors and assisting her to be extremely successful and set us up for a phenomenal 2025 as we celebrate 100 yrs.

—

10. Please list any prior service to the REALTOR® organization and/or the community you would like the Nominating Committee to be aware of.
- a. FL Real Estate Broker Associate 2016 – present
  - b. FL Real Estate Sales Associate 2003 – present. (full time realtor since Dec 2014)
  - c. HomeSmart Corporate, regularly on the list of top 5% of all HomeSmart agents in Florida
  - d. Keller Williams Realty Gulf Coast, regularly in top 20% 2014-2020; KW Agent Leadership Council, 2017

- e. Project Manager, multi-million dollar custom IT telephony, web and mobile projects for clients such as Delta, Home Shopping Network, Florida Highway Patrol, Sprint, TIAA-CREF just to name a few.
- f. Program Manager of IBM's largest Client, Coca-Cola, 2013-2014, reporting directly to Coca-Cola SVP and meeting regularly with CIO of Digital Strategy.
- g. Extensive IT background as programmer, designer and later sales & lead consultant roles for over 23 years with software companies that were focused on enhancing the end user customer experience. I focused on their top 100 clients which were typically fortune 50 companies or government agencies.
- h. Accounting clerk, managing short-term vacation rentals, owner income & expense ledger, and maintenance reports for 425 units during junior college for Edgewater Beach Resort, Panama City Beach's only Full Service Resort.
- i. Property manager for a sister resort of Edgewater Beach Resort, Portside, during junior college.

11. Service to PAR, FR, or NAR:

Committee Name	Dates Served	Position
PAR Board of Directors	2018,19,20,21,22	Director
PAR Board of Directors	2023	Secretary- Treasurer
FR Board of Directors	2022,23	Director
FR Faculty Member	2022,23	Faculty
RPAC Major Investor	2022	Sterling
PAR Professional Dev. Comm.	2021	Vice-Chair
PAR Professional Dev. Comm.	2022	Chair
PAR Professional Dev. Comm	2020-23	Member
PAR Governmental Affairs Comm	2022,23	Member
PAR MLS Strategic Committee	2018,19,20,21,22,23	Member
PAR MLS Committee	2016,17,18,19,20,22,23	Member
PAR Leadership class	2019	Member

12. Community Service Involvement:

- a. HOA Board, Sunbird Condo, PCB, approx.. 2005-2008
- b. HOA Board, Santa Rosa Shores Subdiv., Gulf Breeze, for many years, approx. 2008 - 2016
- c. HRC Local & National Board, PAC, Atlanta, Tampa & Washington DC, approx.1995-2007.  
(co-founder of the Tampa chapter & co-chair 2000-2006)

- d. Volunteer, Fostering dogs – Emerald Coast Golden Retriever Rescue 2007-2015
- e. Volunteer, Ambassador – Gulf Coast Kids House, 2021-Present
- f. Volunteer, OJ Semmes Elementary School, 2021-Present

By signing below I certify that the information provided above is true and accurate, that I have been a member for at least three years, and have not been found guilty of any Ethics violations during that time.

Date 7/12/2023

Signature 

**Please note the following key points about the Consent to Serve forms and nomination process:**

- All candidates for either an officer or director position, including those who may choose to be nominated from the floor, must submit a **Consent to Serve** form **and** be interviewed by the Nominating Committee.
- The Nominating Committee is scheduled to interview candidates on Friday, July 14, 2023 beginning at 9 a.m. at the PAR office.
- In order to provide adequate time to duplicate applications and schedule interviews, we would like to receive all **Consent To Serve** forms at PAR by the end of business day on Wednesday, July 12, 2023.
- Forms received after July 12, 2023 will still be accepted, however priority consideration for interview scheduling will be given to applications received on or before that date.

Please either fax (850.432.2615) or email ([laurie@pensacolarealtors.org](mailto:laurie@pensacolarealtors.org)) completed forms to Laurie Moritz at PAR. Once submitted, please call Laurie (850.434.5507) to verify PAR has received your form.