

# 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: Susan Carroll

OFFICE: Coldwell Banker Commercial Realty

ADDRESS: 1520 Airport Blvd., Suite B, Pensacola, FL 32504

CELL PHONE: 850-384-8292 EMAIL: susan.carroll@cbcprt.com

2. I wish to interview for the position of:

President-Elect     Secretary/Treasurer     Director

3. Please provide the following information:

Number of years as a member of PAR 11

Number of years in the real estate business 11

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

Commercial

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.

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4. What do you believe is the biggest challenge facing our Association today?

I think our biggest challenge as an Association is to remain relevant to our members and to those our members serve. We need to make sure we are providing the services and support that warrant the dues we charge for membership. With such a large member population (PAR) and the continued growth trends we have seen, the communication channels to receive feedback and disseminate information continue to be important.

With emerging technology controlling so much of the process of buying or leasing real estate, we need to make sure the Association provides our members the ability (training, education, and technology) to remain indispensable to our clients and customers.

5. If elected, how would you recommend the association respond to this challenge? (please be as specific as possible)

The communication has been great at the local level, so continuing what we have been doing remains important. Continued efforts to promote classes and encourage ideas for new classes is critical.

We should be receptive to ideas and solutions that come from the national level for many topics, but particularly those related to technology. We need to be prepared to use technology or make improvements to current technology that will help members stay relevant in the real estate transaction process.

Many issues and challenges found in other markets may not be seen yet at our local level, but looking for guidance and education that has been implemented elsewhere may help us prevent or minimize certain challenges.

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: \$99

2023: \$99 planning to increase

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?

As a member of the Board of Directors, I can assure you that decisions are very carefully and  
thoroughly discussed and evaluated. We are tasked with making decisions that represent  
the Association as a whole, as well as many of the members as possible. When the BOD  
takes a position on something, I can fully support it because I know it was carefully  
considered.

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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 am seeking to serve on the Board of Directors. The members of the BOD are responsible for representing the views and needs of the members of the Association. The BOD receives recommendations from the various committees and is responsible for reviewing and approving/rejecting the recommendations.

I believe I am qualified to serve in this role for a variety of reasons. I have 11 years of experience as a full-time Realtor, I have served as Vice-Chair and Chair on the Realtor Commercial Alliance Committee, and I have served on the BOD for the last three years. I also feel it is important to make sure the commercial aspect of the business is represented at the BOD level.

10. Please list any prior service to the REALTOR® organization and/or the community you would like the Nominating Committee to be aware of.

Currently Vice Chair of the Realtor Commercial Alliance Committee, previously served as Chair

Currently a CCIM Designee Candidate (projected completion in the next two years).

Member of Impact 100 since 2016

11. Service to PAR, FR, or NAR:

Committee Name	Dates Served	Position
Board of Directors - PAR	2021-2023	Director
Board of Directors - FR	2021-2023	Director
RCA Committee - PAR	2017 - present	Vice-Chair, Chair, member

12. Community Service Involvement:

Impact 100 - member since 2016

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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 07/10/2023

Signature Susan D Carroll

**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) completed forms to Laurie Moritz at PAR. Once submitted, please call Laurie (850.434.5507) to verify PAR has received your form.