

(2026-2027) Application for PAAR Director	
Name	Brandy Reed
Email	breed@talkingrockranch.com
Current Position Held	Broker
Profile of Current Real Estate Activities	Residential Brokerage
Member of what local board(s)/association(s) of REALTORS®:	PAAR, ARMLS
Position Duties	Yes
Minimum Qualifications	True
Do you have any pending litigation? If yes, please elaborate.	NO
What is the largest organization for which you have been an elected officer?	N/A
Prescott Area Association of REALTORS®	N/A
Local Associations or Boards of REALTORS®	N/A
State Association of REALTORS®	N/A
National Association of REALTORS®	N/A
Prescott Area Association of REALTORS®	N/A
Local Associations or Boards of REALTORS®	N/A
State Association of REALTORS®	N/A
National Association of REALTORS®	N/A
Leadership Positions	Bears Youth Football and Cheer, Secretary less than 1 yr (current), BMHS Basketball Boosters President 2 years (past)
Challenges and Opportunities of PAAR	Members understating changes
PAAR Future	I envision PAAR strengthening its advocacy with policymakers, expanding relevant education, and enhancing community engagement through impactful communication and content to ensure long-term relevance and success.
PAAR Director Perception	I believe the role of a PAAR Director is to serve as a collaborative leader and advocate for the membership, ensuring that the association's mission, goals, and standards are upheld. It requires a commitment to strategic thinking, sound decision-making, and representing the collective voice of the real estate community with professionalism and integrity. A PAAR Director must be engaged, approachable, and willing to both lead and listen. I feel I am well-qualified for this role because of my experience overseeing both an office and a sales team, where I have been the primary point of contact for questions, guidance, and problem-solving. I am often relied upon to offer sound advice, mediate challenges, and keep the team focused on shared objectives. My leadership style is rooted in understanding, seeing the big picture, and balancing immediate needs with long-term goals. My strengths—such as being approachable, solution-oriented, and able to see multiple perspectives—would be an asset to the association. I have a natural ability to foster collaboration, encourage open communication, and help find solutions that serve the best interests of our members and the profession as a whole.
Is there any additional information you would like to contribute to your application?	I'm excited for the opportunity to become more involved with PAAR.

By checking this box, I affirm that:	1) to the best of my knowledge, the above information is true and complete;;2) I am actively engaged in the real estate business;;3) I am a member in good standing with the Prescott Area Association of REALTORS®;;4) I understand that my application will be screened by the PAAR Leadership Development Committee and that the responses in this application will be posted on PAAR's website for members' viewing.
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