

(2026-2027) Application for PAAR Director	
Name	Carissa Maxwell
Email	carissa@glowreaz.com
Current Position Held	Designated Broker at Glow Realty
Profile of Current Real Estate Activities	AZ
Member of what local board(s)/association(s) of REALTORS®:	PAAR, SVVAR, WESERV
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?	Glow Realty
Prescott Area Association of REALTORS®	Director 2023-2024 and 2024-2025
Local Associations or Boards of REALTORS®	SVVAR Board of Directors
State Association of REALTORS®	Regional Rep
National Association of REALTORS®	None
Prescott Area Association of REALTORS®	Government Affairs, MLS, Education, and Community Outreach
Local Associations or Boards of REALTORS®	Community Outreach for SVVAR
State Association of REALTORS®	None
National Association of REALTORS®	None
Leadership Positions	I am the owner and DB of Glow Realty. I have participated in fundraising locally for Boys and Gils Club of Central AZ. I am actively working in the community to bring people together!
Challenges and Opportunities of PAAR	I think we need to defuse narratives that bread a fear mindset towards the sustainability and relevancy in our industry. We have an opportunity to show our strength as REALTORS through authentic connection and relationship building. People need to feel like they belong and are seen. Lets give them that!
PAAR Future	I think we should be open to AI tools and all of its possibilities. Working with AI is inevitable and using it to shine a spot light on our strengths as REALTORS is the key to maintaining relevance in our industry.
PAAR Director Perception	I am a current director on the board and support one voice! I feel i ask good questions with the intent to drive our mission forward.
Is there any additional information you would like to contribute to your application?	I am here to help!
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.