

(2026-2027) Application for PAAR Director	
Name	Lisa Moncrief
Email	Lisa.moncrief@cbnaz.com
Current Position Held	Salesperson, President of Prescott Area Women's Council of REALTORS®
Profile of Current Real Estate Activities	Residential brokerage
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?	2025 President Women's Council of REALTORS®, Prescott Area - 40 members, 2026 District Vice President Arizona State Women's Council of REALTORS® 250 members
Prescott Area Association of REALTORS®	Vice Chair Education Committee 2025
Local Associations or Boards of REALTORS®	NA
State Association of REALTORS®	NA
National Association of REALTORS®	NA
Prescott Area Association of REALTORS®	4 years on Community Service & Outreach Committee, 1 year as Vice Chair of Education Committee
Local Associations or Boards of REALTORS®	NA
State Association of REALTORS®	NA
National Association of REALTORS®	NA
Leadership Positions	1 year as President Elect & President of Women's Council of REALTORS® Prescott Area.
Challenges and Opportunities of PAAR	Major challenge is connecting with members and providing value. This will always be a challenge for the board & staff as engagement falls on the members. Opportunities are technology adoption to stay current in the market as well as professional standards and rebuilding the REALTOR® reputation.
PAAR Future	Position PAAR as the trusted voice for real estate in the Prescott area through public outreach and media presence. Build deeper member-to-member connections through creative events, mastermind groups, and peer mentoring. Partner with local businesses, nonprofits, and civic organizations for community events and mutual promotion.
PAAR Director Perception	My perception of the director role is the bridge between members, leadership, and the community, ensuring every voice is heard and represented. I am qualified to serve because I bring proven leadership, industry expertise, and a track record of fostering connections that strengthen our real estate community. My experience as WCR Prescott President and commitment to service ensure I can turn challenges into opportunities for our association's growth.
Is there any additional information you would like to contribute to your application?	I'm passionate about empowering REALTORS® through education and networking, and I'm dedicated to advancing our association's mission while supporting every member's success. I believe strong leadership means listening first, acting with integrity, and creating opportunities that benefit both members and the community we serve.

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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