

(2026-2027) Application for 2026 PAAR Treasurer-Elect	
Name	Serena Jones
Email	serena@cbbrokeraz.com
Current Position Held	Managing Broker
Profile of Current Real Estate Activities	Residential and Commercial Brokerage
Member of what local board(s)/association(s) of REALTORS®:	PAAR, WeSERV
Have you ever served on the PAAR Budget and Finance Committee?	True
What is your experience with budgets?	For the past 9 years, I have successfully managed the budget and finances for my own real estate firm (for 6 years), and now a larger real estate firm with 70 agents and several employees. I have also managed the finances and budget for an investment company with residential and commercial sales and rentals for the last 15 years.
Do you have any background or experience in finance?	<p>Money management has been a part of my life for as long as I can remember. I was raised by a single mom who handed me the reins to my own budget, covering everything from school lunches to shampoo, by the time I was 10. That early foundation set the tone for what would become a lifelong skill set. Over the past 25 years, I've managed a lean household budget, helped oversee finances for a construction company, and eventually took on the more complex task of running real estate brokerages. For the last 15 years, I've also managed my own retirement account and a variety of personal investments, enough to help my husband fully retire at age 45. I technically "semi-retired" at 40 myself (still managing our real estate investment portfolio), but was talked into joining Coldwell Banker Northland, where I now get to put my experience in both real estate and finance to good use, supporting the success of a company I care deeply about, right here in Prescott.</p>
Position Duties	True
Minimum Qualifications	The Treasurer-Elect must be a member in good standing, The Treasurer-Elect must have fulfilled their term as Director or Officer of PAAR in one of the six(6) preceding years.
Do you have any pending litigation? If yes, please elaborate.	None
What is the largest organization for which you have been an elected officer?	I was the chair for AAR's Professional Business Development committee and have been involved in all of the executive meetings through 2024.
Prescott Area Association of REALTORS®	Board of Directors 2024-Present, Tri-city Leadership graduate 2020
Local Associations or Boards of REALTORS®	na
State Association of REALTORS®	AAR Executive Committee 2024, AAR Professional Standards 2024-Present
National Association of REALTORS®	None yet.
Prescott Area Association of REALTORS®	Education Committee 2017- Present (Vice Chair 2019, Chair 2020), MLS Committee 2023
Local Associations or Boards of REALTORS®	WeSERV Grievance 2015-2017, WeSERV Professional Standards 2017-Present
State Association of REALTORS®	AAR Professional Business Development Mid 2019-Present (Vice Chair 2023, Chair 2024)
National Association of REALTORS®	None
Leadership Positions	Chair for PAAR Education Committee 2020, Chair for AAR PBD 2024, PAAR Board of Directors 2024-Present

Challenges and Opportunities of PAAR	<p>In today's evolving market, real estate professionals are navigating a variety of new challenges...particularly around affordability and insurance. As a board, it is essential that we lead with purpose: prioritizing member education, strengthening our community involvement, and staying informed on policy changes that impact both our clients and our neighborhoods. During times when affordability is strained, fiscal responsibility becomes even more critical. As Treasurer, I believe we have a unique opportunity to be strategic, tightening our budgets while also investing in tools and initiatives that broaden our expertise and extend our reach. This market may be complex, but it's also when innovation, collaboration, and thoughtful leadership matter most. Together, we can rise to the challenge, support one another, and create meaningful solutions for our members and the communities we serve.</p>
PAAR Future	<p>This position presents a valuable opportunity to strengthen the financial health and long-term sustainability of our association. By implementing smart budgeting practices, exploring strategic partnerships, and identifying cost-effective ways to enhance member services, we can do more with less, while still delivering value. As our market and industry continue to shift, this role offers the chance to lead with both fiscal responsibility and innovation, helping our board remain resilient, relevant, and responsive to the needs of our members and our community.</p>
PAAR Treasurer-Elect Perception	<p>Over the past decade, I've been deeply involved at both the local and state association levels... attending conferences, caucus sessions, legislative meetings, and everything in between (yes, even the ones with no coffee and boring agendas). I've proudly supported our industry through RAPAC and made it a point to have a voice in every room I could walk (or occasionally sneak) my way into. I'm someone who stays actively engaged in this ever-evolving industry and isn't afraid to speak up when change is needed. That same energy, paired with a strong background in financial responsibility and creative budgeting, has helped me successfully run multiple businesses over the last 10 years. I believe those skills would serve me, and our members, well on the executive committee. I'm confident I can help guide our board's finances with intention and care, especially as we navigate tighter markets and shifting priorities.</p>
Please upload a headshot here:	Serena 2 sm.jpg
Is there any additional information you would like to contribute to your application?	I look forward to continuing to work alongside such a phenomenal group of leaders.
By checking this box, I affirm that:	<p>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) and that the responses in this application will be posted on PAAR's website for members' viewing.</p>