

## PAAR 2024-2025 Director Application

*The following are responses to the candidate application to serve on PAAR's Board of Directors. The answers contained within are directly provided by the candidate.*

<b>Personal Information</b>	
Name:	Serena Jones
Firm Name:	Coldwell Banker Northland
Current position held (Owner, Broker, Salesperson, etc.):	Broker
Profile of current real estate activities (Residential brokerage, commercial brokerage, property management, appraising, developing, etc.):	Managing Broker for Residential Brokerage
Member of what local board(s)/association(s) of REALTORS®:	PAAR, PAR, Weserv
What is the largest organization for which you have been an elected officer? Please include when, how many members this organization had, and any offices held.	I have not been an official officer on any board, but I have chaired committees for PAAR and AAR

<b>Leadership Experience</b>	
Leadership positions and years held, and principal services rendered in the following:	
Prescott Area Association of REALTORS®:	Currently serving I believe my 6th year with the education committee as well as my 1st year on the MLS committee
Other local associations of REALTORS®:	Currently serving on Professional Standards for WeSERV, as well as Ombudsman for about 7 years
State Association of REALTORS®:	Serving my 4th year on the Professional Business development as Vice Chair. I've also lead the Broker to Broker forum for the 3 years since it's inception.
National Association of REALTORS®:	None at this time.

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## Committee Experience

Committee experience and years participated, and principal services rendered in the following:	
Prescott Area Association of REALTORS®:	Education since 2018 I believe. MLS in 2020 and 2023
Other local associations of REALTORS®:	Weserv Professional Standards since 2015 as Grievance and on to PS 2017
State Association of REALTORS®:	Professional Business Development since 2019
National Association of REALTORS®:	None

## Additional Information

Leadership positions and years held, and principal services rendered in other areas of business, the community and civic organizations:	Designated Broker for Serene Living AZ 2017-2023, Managing Broker for Coldwell Banker Northland 2023 (current)
What are the major challenges and opportunities facing PAAR today and what suggestions do you have to resolve these matters?	We have a lot of members that are not involved, and don't know the value of the association. By creating more awareness, we can raise the involvement levels and bring even more value to the agents.
What opportunities do you envision for the association's future?	We're a small community and I feel that there is an opportunity to get more agents in our doors and getting involved in the community as well as raising our professional standards through education.
Describe your perception of the role of a PAAR Director and the reasons you believe you are qualified to serve in this position. Include your strengths that would be an asset to the Association:	I've lead large groups of Brokers in the broker forum, as well as lead a virtual brokerage and now a brick and mortar brokerage. I am passionate about education and learning from each other. I love collaboration to help each other grow. I am involved so that I can continue to grow and become better at what I do, to help those who look to me for guidance. I feel that a position on the board would give me more of a voice in our industry so that I can help more agents to reach their goals.

Is there anything else you would like to add to your application?	I have loved being on the committees for all these years and I'd love the opportunity to be more involved in making a difference and enacting positive changes. I'll continue to be involved no matter my next path.
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This candidate affirms that: 1) to the best of their knowledge, the above information is true and complete; 2) they are actively engaged in the real estate business; and 3) they are a member in good standing with the Prescott Area Association of REALTORS®.

*Views expressed by candidates are wholly their own and do not necessarily reflect the views or opinions of the Prescott Area Association of REALTORS®.*