

NORTHEAST FLORIDA ASSOCIATION OF REALTORS® , INC.
CANDIDATE'S QUESTIONNAIRE FOR AN OFFICER OR DIRECTOR POSITION

1. Name LISA BRANNON

2. Firm Name/Address EXP REALTY LLC. 101 EAST TOWN PL. STE 130 ST AUGUSTINE, FL 32092
Since when? DECEMBER 2019

3. Position held at Firm (owner/broker, broker associate, sales associate, etc.)? BROKER ASSOCIATE
 - a. Area of real estate specialty? NEW CONSTRUCTION AND SINGLE FAMILY HOMES
 - b. How much time do you spend in this profession? 24 HOURS A DAY 7 DAYS A WEEK
 - c. In what field is the balance of your time spent? 60% RESIDENTIAL 30% RELOCATION AND 10% LAND

4. Number of years licensed. 6 Realtor® since. 2015

5. What was your occupation prior to obtaining a real estate license? CUSTOMER SERVICE TEAM LEADER

6. Will you make a commitment to attend the monthly Board of Director meetings, general membership meetings and any other special meetings as required? YES

7. Are you willing to keep up with the volume of communications that concern association matters i. e. reading material, background material, etc.? YES

8. Do you realize that, as a NEFAR Officer/Director, you would not be in a ceremonial position, but one with fiduciary duties, responsibilities, and obligations to assist in moving the Association forward in the coming years based on the Strategic Plan? YES

9. Do you understand that you may be asked to assist with special assignments during the year and are you willing to commit to those assignments? YES

10. Do you contribute to RPAC? YES Would you be willing to annually become, at a minimum, a \$99.00 RPAC contributor as an Officer or Director of this Association? YES

11. What education level and skill sets do you possess to qualify for the position(s) requested?
I have a Master's degree in Business Administration. I am Licensed Real Estate Broker and Instructor
possessing the designations of Graduate Realtor Institute, Pricing Strategy Advisor, Military Relocation
Professional, Accredited Buyers Representative, Sellers Representative Specialist and Certified Negotiation Expert

12. Qualifications (list positions held, year and principal services if not on your attached resume/bio)

a. Realtor association activities (local, state, and national)

NEFAR YPN CHAIR 2019-PRESENT

NEFAR LEADERSHIP ACADEMY GRADUATE 2019

FLORIDA REAL ESTATE HONOR SOCIETY MEMBER 2019-PRESENT

b. Civic Activities

2015-2020 PARTICIPATED IN HUNGER FIGHT

3RD ANNUAL JAXPORT SMALL BUSINESS APPRECIATION DAY

BACK TO SCHOOL DRIVE-ORGANIZER-2019-LADY PROMISES TEEN GROUP

c. Leadership positions

2019 NEFAR LEADERSHIP ACADEMY GRADUATE

2019-2021 NEFAR YPN CHAIR

EXP CERTIFIED MENTOR 2019-PRESENT

2014 CITIBANK AFRICAN HERITAGE NETWORK CO-CHAIR FOR PERSONAL AND PROFESSIONAL DEVELOPMENT

13. Why are you interested in serving as an Officer or Director?

I am an innovative professional with the ability to identify, analyze and solve complex problems ensuring

client satisfaction. I have Chaired and Co-chaired many committees. I was also the 2014 Citibank African

Heritage Network Co-Chair for Personal and Professional Development. I am a Certified Mentor and have

enjoyed helping agents find their path through this real estate life with work balance. I enjoy strategizing

with a team to make our Association better. I would love to be part of the growth with our inactive agents.

I have over 19 years' experience in Operations, Customer Service, and retention. I would love for our Board

of Directors to grow the largest and best Realtor Association in the state of Florida.

14. If selected by the Nominating Committee, I would be willing to commit to the duties of the position(s), including a minimum donor of \$99 for RPAC annually, and serve in any one of the following Officer/Director positions indicated below:

Liza Brannon

Candidate Signature

7/20/2021

Date

Please check any position or positions for which you desire to be considered by Nominating.

NEFAR Director

NEFMLS Director

NEFAR President Elect**

NEFAR Treasurer**

NEFAR Secretary**

** NEFAR Officer Positions have additional requirements for a candidate to be considered by the Nominating Committee and obtain an interview appointment. (FDLE background check & three-bureau credit report) See next page for additional requirements that must be agreed to and be completed by all candidates for NEFAR Officer positions.

My name is Lisa Brannon. I have a Master's degree in Business Administration. I am a Licensed Real Estate Broker and Real Estate Instructor possessing the designations of Graduate Realtor Institute (GRI), Military Relocation Professional (MRP), Certified Negotiation Expert (CNE) and a Nocatee Certified Agent. I am the 2019 and 2020 Chair for NorthEast Florida Association of Realtors Young Professionals Network.

I am an innovative professional with the ability to identify, analyze and solve complex problems ensuring client satisfaction. I have over 19 years' experience in Operations and Customer Service. I possess 14 years of banking experience. I have over 12 years of management experience in real estate and banking. I was also 2014 Citibank African Heritage Network Co-chair for Personal and Professional Development. I was the 2018 and 2019 Top Agent with United Real Estate River City. I was the 2016 Top Lister, Top Sales and Top Sales Volume Agent in the EXIT Real Estate Gallery-Avondale office. I was the 2004 Top Listing Associate of the Year with EXIT Realty Advantage. I enjoy giving back to the community and helping buyers realize their dreams of home ownership.

Within real estate, I have represented buyers and sellers in commercial and residential property transactions. I have developed strategies with mortgage lenders to help credit challenged buyers ascertain mortgages. I provide economic and market advice to prospective clients. I am the liaison between lenders, inspectors, buyers and sellers with contract negotiations to ensure terms and conditions of agreements are met.

I build relationships with clients to encourage returning business. I coordinate property closings and oversee document signings. I analyze market trends to help sellers determine competitive market prices. Working in the banking and real estate fields allows me to have expert knowledge and experience in mortgage products, processes, systems and industry standards. It gives me the unique ability to apply that learning to solve unique financial problems.

I look forward to answering any of your real estate questions and helping you find your perfect home. Call or email me today.