

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

1. Name April K. Hall-Lloyd

2. Firm Name/Address Residential Movement Real Estate Group
Since when? 2021

3. Position held at Firm (owner/broker, broker associate, sales associate, etc.)? Director & Sales Assoc
 - a. Area of real estate specialty? Property Management
 - b. How much time do you spend in this profession? Full-time Real Estate Professional
 - c. In what field is the balance of your time spent? N/A

4. Number of years licensed. 4 Realtor® since. 2018

5. What was your occupation prior to obtaining a real estate license? VP of Mortgage Operations

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'm a proud graduate of the University Of North Florida; 25+ years of combined experience in Mortgage Lending, Project Management; Property Management and Real Estate Sales; 2021 NEFAR Professional Development REALTOR® of the Year; FR Instructor; 2021 FR Honor Society; GRI; SRES, CIPS; AHWD

12. Qualifications (list positions held, year and principal services if not on your attached resume/bio)
 - a. Realtor association activities (local, state, and national)
Florida REALTOR® Instructor; RPAC Major Investor; 2021 Leadership Academy Graduate; Vice Chair Beaches Council; NEFAR Education Task Force; NEFAR Leadership Academy Task Force Member; NEFAR Global Council Member; NEFAR Legislative Committee; Candidate Screening Team Member

b. Civic Activities

I'm actively involved in the Lupus Foundation as a Northeast Florida Support Group Facilitator. Graduate of Duval County Public School Parents Who Lead Advocacy Program; Paxon School for Advanced Studies Choral Booster Club President.

c. Leadership positions

Director of Property Management ; 2021 NEFAR Leadership Academy Graduate; Vice Chair Beaches Council;

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

My goal is to add value to our local board and assist this organization in the efforts and advancement of this business sector. Moreover, I would like to aid in the educational improvement and overall experience of our local board members. Additionally, I would like to partner with other REALTOR® members to advocate for fair and affordable housing.

Questions 14. & 15. for MLS Director Position Only

14. Please describe your level of expertise regarding MLS technology.

15. What knowledge do you have of RETS and RESO?

16. 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:

5/21/2022

Candidate Signature

Date

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

- NEFAR Director
- NEFAR President Elect**
- NEFAR Treasurer**
- NEFAR Secretary**
- NAR Large Association Director***

NEFMLS Director

April K. Hall-Lloyd

Phone: (904) 955-7820 • Email: aprilklloyd@gmail.com

EXECUTIVE PROFILE

A dynamic professional with over 20 years of experience with a fortune 26 company; possessing a unique background in project management, reporting, data analytics, and productivity improvement. Successfully led and developed teams who exceeded business goals leading to increased profit sharing. An accomplished Real Estate Coach with proven expertise in developing strong team members within a positive culture that encourages professional development. Strong customer service skills that drive profits and productivity with a unique ability to apply a multi-disciplined background to achieve world class results. A trailblazer and instrumental leader in software training and education with a proven track record in creating innovative data management and mortgage portfolio reporting.

PROFESSIONAL EXPERIENCE

Residential Movement Real Estate Group

April 2021-currently employed

Director of Property Management and Realtor

- Created and implemented property management procedures and standard practices
- Developed and trained new agents and team members on the full cycle real estate process
- Facilitated residential sales for Buyers, Sellers, and Investors both internationally & domestically
- Skilled in working with buyers in government/local subsidy programs such as: The First Time Home Buyers program; Individuals with Section 8 or Housing vouchers, and Seniors/Adults > 55+

ProSource Realty, Inc.

July 2018 - April 2021

Property Manager and Realtor

- Migrated and implemented Buildium Property Management platform corporate system.
- Developed and administered Property Management platform training utilizing Yardi Breeze/Point2 as well as various software applications and processes
- Orchestrated the residential Sales for Buyers, Seller and Investors (International & Domestic) which resulted in a 58% increase in revenue.

Bank of America/Merrill Lynch Home Loans

1994- July 2018

IT P. Mortgage Portfolio Reporting and Analytics

- Reporting and analytics leader that fostered the communication and partnership between the external parties and various internal business units such as the accounting and finance department as well as the technology department.
- Led implementation of overall change strategy in a range of complex home mortgage projects, which included stakeholder management, organizational design, learning and business readiness activities
- Presented team initiatives and analytics quarterly to senior management and key stakeholders
- Key leader in managing consultants, outsourced projects, and integrating external assistance into large-scaled, internal projects.
- Achieves business results by increasing profits, measuring metrics, and developing cost-effective initiatives while proactively establishing key collaborative relationships with all levels of employees, from support staff to C-suite executives.
- Developed reporting requirements and test plans for system enhancements and facilitated departmental systems migrations for the home loans division including the User Acceptance Testing (UAT) and other rollout activities

EDUCATION, DESIGNATIONS, CERTIFICATION & AFFILIATIONS

Bachelor of Arts in Finance, University of North Florida
State of Florida Licensed Sales Associate and REALTOR®
NEFAR Leadership Academy Graduate (Class of 2021)
Florida Realtors LCIW Graduate (Class of 2021)
National Association of Realtors Graduate REALTOR® Institute (GRI)
National Association of Realtors Certified International Property Specialist (CIPS)
National Association of Realtors Seniors Real Estate Specialist® (SRES)
National Association of Realtors At Home With Diversity® (AHWD)
Real Estate Business Institute – Florida Chapter Member
National Association of Residential Property Managers – Florida Chapter Executive Board Member
Jacksonville Association of Real Estate Brokers – Executive Board Member
NEFAR Educational Task Force Member
NEFAR Legislative Committee
Gold Key Certification
Women’s Council of REALTORS®

SKILLS & PROFICIENCIES

Accounting, Budgeting, Market research and analysis, Marketing, Forecasting, Business management, Project management, Negotiating, Public Speaking, and Real Estate Education.

Proficient in: SAS,SQL, Microsoft Office Suite, Access, Visio, Microsoft Projects, Adobe, Docusign, TransactionDesk, FormSimplicity, Yardi Breeze, and Buildium.

GRI®, CIPS®, SRES®, AHWD®