

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

1. Name Missi Howell
2. Firm Name/Address The Legends of Real Estate
Since when? 2020
3. Position held at Firm (owner/broker, broker associate, sales associate, etc.)? Broker Associate
 - a. Area of real estate specialty? residential
 - b. How much time do you spend in this profession? 100%
 - c. In what field is the balance of your time spent? n/a
4. Number of years licensed. 15 Realtor® since. 2007
5. What was your occupation prior to obtaining a real estate license? real estate banking/30 years
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?
Immediate Past President, NEFAR; have attended state and national meetings since 2009; MLS Tech Committee 2021 & past member 2013-2017; have served on and currently serving on multiple NEFAR, FR, NAR committees. as well as WCR local and state committees. have chaired several since 2009
12. Qualifications (list positions held, year and principal services if not on your attached resume/bio)
 - a. Realtor association activities (local, state, and national)
please see attached resume'

b. Civic Activities

Current: Event, Kennel and Facility volunteer at K-9's for Warriors

Past: Past President, UNF Parent Advisory Council & UNF Parent Association; multiple school, sports and band support and booster associations volunteer for 25 years;

Past volunteer for The Donovan Darius Foundation

c. Leadership positions

Immediate Past President, NEFAR-2011 NEFAR Leadership Academy - 2020 FR Leadership Academy

2014 WCR Jacksonville President - 2013 WCR National Leadership Academy

Chair: 2014 FR Global Business Forum; 2016 Chair FR Global Business Operations Committee;

2011, 2012 & 2015 Chair, NEFAR Global Business Council; 2017 NEFAR RPAC Task Force Chair;

Past Chair WCR Florida Int'l Comm, Communications & Outreach, Professional Dev, Audit & Education

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

My volunteer heart is first and foremost with our local membership's success. While I have served on many state and national committees, this is to not only acquire additional skills and knowledge for my business, but to bring that back to the benefit of NEFAR and REALMLS members. I would like to continue to serve our members into the future and help build the best brand in our industry by serving as a director for REALMLS.

Questions 14. & 15. for MLS Director Position Only

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

The rapidly growing options of technology to our members provides options that most associations do not offer their members. I have used and am a current user of many of our menu options. Being a past member and again current member of the MLS tech committee provides a better perspective of where the industry is headed regarding data supply & usage as well as tech needs of our members.

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

RETS was the front runner in data standardization, interface & sharing, but required data to usually be duplicated to a local server, requiring regular updating. RESO is more of a second generation in that data is still standardized and shared, but no longer requires duplication of databases.

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:

Theresa Abu

Candidate Signature

May 9, 2022

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

Susan M. (Missi) Howell
Missi904Homes@gmail.com
904-716-1713

PROFILE

Full-Time real estate professional, licensed Florida Broker Associate, 2021 President of Northeast Florida Association of Realtors. Active volunteer in the real estate industry for the local, state and national associations and organizations since 2008. Active in school and community volunteer organizations and efforts for over 25 years.

EXPERIENCE

The Legends of Real Estate - Oct 2020 to present

Broker Associate – Meet production goals by assisting buyers and sellers with the purchase and sale of residential real estate.

Watson Realty Corp. — Aug 2007 - Sept 2020

VP/Managing Broker 10/2019-Present

- Recruit, hire, train new and experienced sales associates
- Manage operational functions and employees of the WRC San Marco/San Jose Office
- Assist in corporate meetings and training as needed

Broker Associate, Assistant Manager, 6/2017-10/2018

- Develop and implement onboarding training for incoming sales associates
- Assist experienced associates and staff in transactions and administrative functions
- Lead sales meetings and perform other managerial duties in managing broker's absence and as directed
- Meet expected personal production goals (\$3 mil min)

Sales associate 08/2007-06/2017

- Meet expected personal production goals

Bank of America, Retired (Jacksonville, 1995-2007); Alliance Mortgage, (Jacksonville, 1992-1995) One Valley Bank (now BB&T in West Virginia 1977-1992)

Consumer and real estate banking career spanning 30 years. Retired as Vice President, Process Design Lead for the Consumer Real Estate Division, leading global project teams and implementing nationwide process improvement and technology projects with budgets in excess of \$1 million. Covered all aspects of real estate lending and managing thereof during the 30 year career. Other major positions held throughout tenure include managing operations of processing, underwriting, investor relations, national post closing operations, all with human resource and budgetary management responsibilities, as well as retail banking Personal Banker from 1981-1985.

ASSOCIATION/INDUSTRY EXPERIENCE AND RECOGNITION

- 2021 President, Northeast Florida Association of Realtors
- Director, Northeast Florida Association of Realtors
- Member, NEFAR Budget and Finance Committee
- Current NEFAR Legislative Task Force, RPAC Task Force, Candidate Screening, Global Business Council, Volunteer Instructor (Code of Ethics, Fair Housing, Agency & Antitrust)
- Chairperson, NEFAR RPAC Task Force 2017 (Triple Crown Award for FR & NAR achieved)
- Member, NEFL MLS Technology Committee 2013-2017
- Member FR Global Business, Legislative Think Tank and Professional Development, Faculty, Communications Committees
- Chairperson, Florida Realtors Global Networking Forum 2013

- Chairperson, Florida Realtors Global Business Committee 2016 (attended MIPIM Conference with NAR as Chairperson)
- Director Florida Realtors since 2016
- Member, NAR Research Committee 2021/2022
- Member, NAR CIPS Advisory Board 2014, 2016
- Chairperson, WCR Florida Education Committee 2021
- Chairperson, 2018 & 2019 Florida (State) WCR Audit Committee
- Member of Florida WCR (State) Budget and Finance Committee since 2017
- Chairperson NEFAR Global Business Council 2011, 2012, 2015 (Silver and Gold Achievement levels achieved)
- Chairperson and member for various Local and Florida WCR Task Forces & Committees 2008-present
- Past President Women's Council of Realtors Jacksonville Chapter 2014

EDUCATION, OTHER EXPERIENCE AND RECOGNITION

- NAR Designations and Certifications: CRS, CIPS, GRI, PMN, SRES, C2EX. RSPS education completed but have not renewed designation), e-PRO, AHWD, totaling over 550 hours of real estate education
- Recipient, NEFAR Gold Key Certification and NEFAR EDGE Award (Inaugural Class)
- Trustee NEFAR Charitable Foundation
- Florida Realtors Leadership Academy Graduate 2020
- NEFAR Leadership Academy Graduate, 2011
- NEFAR Professional Development Award 2013
- NEFAR Realtor of the Year 2014
- 2021 Jacksonville Business Journal Women of Influence Award
- Volunteer Instructor, NEFAR Orientation (Fair Housing, Code of Ethics and Antitrust/Agency)
- Florida Realtors Instructor since 2017
- The Legends of Real Estate Top 10 Producer in 2020 & 2021
- Watson Realty Corp. President's and Silver Pinnacle Award Recipient for Production since 2011
- WCR Jax Entrepreneur, Member and Mentor of the Year Awards recipient
- Instructor WV Banking Association - Real Estate Finance 1987-1988
- Past President UNF Parent Association, 2009-2011
- Past Member UNF Parent Advisory Council, 2008 - 2013
- Attended Marshall University (Paralegal) and West Virginia State College (now university), Paralegal, Business/Finance (63 hours completed)
- Six Sigma Greenbelt
- Various past officer positions in school related volunteer organizations
- Participant in NEFAR, FR and WCR Community Charitable Volunteer Events