

# 2024 GACAR Board of Directors Application

Thank you for your interest in becoming more involved in your association by applying for a position on the Board of Directors! Please take a moment to review the [Job Description](#) for the position you are seeking and the [Consent to Serve Form](#) you will be required to sign if you are elected, prior to completing the application to ensure you meet the qualifications and are willing to accept the responsibilities associated with the position.

Please direct any questions to Lisa Gurske, CEO at [lgurske@gacar.com](mailto:lgurske@gacar.com) or (352) 332-8850.

Application deadline is Friday, June 30th.

NOTE: In-person interviews will be conducted on July 10th from 11:30 am to 4 pm. You will be contacted to set up a time after the application deadline has passed.

Name *	Marquita Pinkham
Firm Name *	Watson Realty Corp.
Email *	<a href="mailto:marquita@watsonrealtycorp.com">marquita@watsonrealtycorp.com</a>
Phone Number *	(831) 444-2329
I would like to be considered as a candidate for: *	Director (2024-2026)
If nominated for a Director position, do you understand that you are making a three (3) year commitment? *	Yes
If nominated for Vice President, do you understand that you are making a four (4) year commitment? (Vice President,	

**President-Elect, President, and Past President) \***

**If nominated for Vice President, will you be able to attend the NAR convention, and both Florida Realtors meetings, and any other meeting as determined by the Board of Directors? \***

**If nominated for Secretary/Treasurer, will you be able to attend both Florida Realtors meetings, and any other meeting as determined by the Board of Directors? \***

**I have been licensed since (year): \*** 2020

**I have been a member of GACAR since (year) \*** 2020

**I currently (or previously) belong to another Realtor association, if any:** n/a

**Are you the Principal Broker? \*** No

**Do you have your Broker's support? \*** Yes

**Have you served on the GACAR Board of Directors in the past? \*** No

**When did you serve? (from year to year)?**

**GACAR Committee involvement: \*** MCO, Global

**Florida Realtors Committee involvement, if any:** n/a

**NAR Committee involvement, if any:** n/a

**Community involvement, if any:** Rebuild, Florida Waterways Cleanup, Church Events, BANCf Committees and Events

**I hold the following NAR recognized designations/endorsements/certifications, if any:** SFR

**I specialize in the following area(s): \*** Residential

**As a Director, are there any issues or changes you think would improve member participation? \***

Voluntary Member Onboarding or Mentor Program that goes beyond orientation: GACAR has a wealth of information and resources, but there doesn't appear to be anything proactive after required orientation. If people aren't involved or can't afford to go to events, they miss out on opportunities and don't understand what a blessing it is to have GACAR. I have a plethora of ideas to figure out a way to make this happen.

Cost: New members just paid a small fortune to become a realtor. Most do not have money to join all the events and donate. It would be great if GACAR could give all local events free for their first year or a significantly reduced price. Get them engaged and then ask them to pay next year. Can we have a sponsor for new members to cover their cost? Maybe one event free? Something to get them to the events to see why they should go.

**What would you say are the Association's strengths? \***

GACAR provides a lot of information, opportunities, committees and community involvement. A safe place to network and ask questions. A great time at all the events. The employees at GACAR are incredibly helpful with amazing attitudes. The support and resources GACAR provides when Realtors are in distress and the proactive approach they take is admirable. Thoughtful recognition and celebration of achievements. Inclusive environment. Training and education opportunities with diverse and relevant content. GACAR strengthens partnerships within the industry and community to relevant organizations. Volunteer opportunities. Drawings for free dues!!!

**What would you say are the Association's weaknesses? \***

Committee Portal: GACAR has many great committees, but there seems to be a lack of continuity from year to year. Is there a way to have a portal on the GACAR website where each committee has a

“community”. Committee members would have more access, such as discussion, but general members would be able to see who the current members are, meeting minutes, past projects, and current plans.

Streamlined Membership Benefits: Ensure that the membership benefits are clear, easily accessible, and provide tangible value.

Leadership Development: There is Leadership Academy and several committees with leadership roles, but information about them is hard to find.

**What skills, aptitude, or attitude do you think you would bring to the position? \***

I understand the struggles that many agents face financially and professionally while still living their daily lives. Being able to connect with people on a more personal level has been an indelible trait I have focused on throughout my professional life.

Throughout my professional life, I made it my mission to create strong teams while focusing on long-term strategic planning. This can be utilized at both the organizational and individual level.

With each transaction, event, or interaction, there is always time to review obstacles and successes. I have a passion for project and process improvement and am willing to listen, implement, and advise as needed.

Adaptability is a key component of my daily life. While I create a plan, there is always the understanding that it may change without notice. Being able to adapt to the unknown with decisiveness, kindness, and transparency is a pivotal skill I can immediately bring to the organization as a director.

I don't take commitment lightly and I hold myself accountable for the commitments that I've made. Should I be honored as an elected board member, I commit to taking the role seriously, attending meetings consistently, and actively participating in board discussions and decision-making processes.

**Please describe the role GACAR plays in the local real estate industry. \***

We are the voice of real estate. GACAR makes sure our voice is heard.

Professional Development and Education: GACAR provides opportunities for real estate professionals to enhance their skills and knowledge through educational programs, workshops, and seminars.

Standards and Ethics: GACAR promotes and upholds ethical standards and professionalism within the

real estate industry.

**Advocacy and Government Affairs:** GACAR advocates for private property rights, the interests of its members, our customers, and the broader real estate community in the local government and legislative arenas.

**Networking and Community Building:** GACAR facilitates networking opportunities among its members and with other stakeholders in the real estate industry.

**Member Services and Support:** GACAR offers a range of member services and benefits to support the professional growth and success of its members.

**Consumer Protection and Public Outreach:** GACAR promotes consumer protection by providing resources and information to help individuals make informed decisions when buying or selling property. It also engages in public outreach efforts to educate the community about the role of real estate professionals and the value they bring to real estate transactions.

**What leadership positions have you held in the community, if any?** Board Member for Society for Human Resources Management, North Central Florida Chapter, as the Compliance Chair in 2020, 2021 & 2022.

**In 250 words or less, please summarize your skills and qualifications that you feel would bring value to the Board of Directors and our members. NOTE: While your entire application will be posted on the website for members to view, this summary will be published on the ballot directly underneath your name.**

As a Director, I will bring a fresh perspective and an unwavering commitment to our association's mission. My strengths lie in strategic planning, goal setting, and implementation practices. If elected as a Director, I plan to focus on fostering growth, collaboration, and excellence within our local real estate community. I bring a wealth of experience, expertise, and a strong passion for making the real estate industry magical and easy to navigate. By establishing a positive reputation and fostering community trust, we can create sustainable growth in our community. My expertise lies not only in the practical aspects of real estate but also in the strategic management of resources and operations. By marrying my strengths with the goals of the association, we can build a stronger future for our association, our members, and the Gainesville community at large.

Upload Professional Headshot. \*



[marquitafinal4web.jpg](#) 308.79 KB · JPG

By signing this application:

1. I affirm that I meet the qualifications of the position that I am applying for;
2. If my nomination is put forward, I agree to sign the Consent to Serve form prior to my name being placed on the ballot.
3. I understand that this application will be posted for the membership to view during the voting period.

DocuSigned by:

*Marquita Pinkham*

3F4F367752CF4AF...