

Officers & Leadership Application

Submitted At

05-10-2024 15:45:22

I am seeking the position of:

First Vice President 2025 (election in FALL 2024)

Name of Candidate

Mary Kay Robinson

Email

mkrobinson@windermere.com

Contact Phone

360-303-1911

NRDS ID#

93741

Local Association

Whatcom County

Firm Name

Windermere

Designated Broker Name

Rob Washburn

Have you held the President position on the local level?

Yes

Please provide the date(s) you've held the President position at the local level.

2016

Have you held the Vice President position on the local level?

Yes

Please provide the date(s) you've held the Vice President position at the local level.

2015

Have you held a Secretary/Treasurer position on the local level? If so, please provide the date.

No

Have you held a Committee Chair position on the local level?

Yes

Please provide the date(s) and name(s) of the committees that you've held the Committee Chair position at the local level.

RPAC 2012 - 2015, Banquet 2015- 2018, Government Affairs 2017, Budget Committee 2015

Have you held a Local Director position on the local level?

Yes

Please provide the date(s) you've held the Local Director position at the local level.

2014 - 2017

Have you held a Committee Member position on the local level? If so, list committee(s).

Yes

Please provide the date(s) and committee name(s) of the committees that you've held the Committee Member position at the local level.

Banquet Committee 2018 - present, Government Affairs 2014- to present, Budget Committee 2015 - present, AE hiring committee 2024, New Realtor Orientation Instructor 2016 to present

In the past five years have you served as an Officer on the state level?

Yes

Please provide the date(s) you served as an Officer on the state level.

VP of Government Affairs 2022, Treasurer 2024

In the past five years have you served as a Director on the state level?

Yes

Please provide the date(s) you served as a Director on the state level.

2014 to 2018

In the past five years have you served as a Committee Chair?

Yes

Please provide the date(s) and committee name(s) you served as a Committee Chair on the state level.

Leg Steering Chair 2019

In the past five years have you served as a Committee Member?

Yes

Please provide the date(s) and committee name(s) you served as a Committee Member on the state level.

Leg Steering 2017-2020, DEI 2020, Exec Committee NW Reg Rep 2020

Please list the dates of the last two WR Board Meetings you have attended.

Fall Conference 2023 and Spring Conference 2024

Please explain the nature and extent of your activities in the State Association:

I have been serving on some committee or elected office since 2014 and enjoy giving back to our industry. It is through advocacy for our industry that we can then in turn advocate for our clients and allow them to achieve the American Dream.

List any other experiences, e.g., community boards and/or service groups, task forces that you've served on.

With WR: Border Issue Work Group 2019, Orientations Task Force 2020, COVID Recovery PAG 2020, Whatcom County Affordable Housing Task Force 2016-2017, Chamber Ambassador 10+ yrs, Bellingham Technical College Prep Consortium, Whatcom Community College Nursing Advisory Committee, Board Member Law Advocate, Windermere Foundation Board Member, Chamber Board Member, Washington State Sovereign Lending Task Force, Founding Board member Community in Schools, Whatcom County Ethics Commission, Whatcom County Council Candidate 2017

What do you think is the most important aspect of the Strategic Plan?

There are two aspects to the question: internal and external as to the Association. Internally, Realtor Professionalism (which is under attack by the Sitzer/Burnett case) and relationships with local Associations. Externally, the housing shortage is still ongoing and getting worse.

What do you see as strengths/weaknesses in the Strategic Plan?

The biggest missing piece is the relationship with the public and how the public sees Realtors. The few who grumble at City and County Council meetings blaming Realtors for high priced housing are one thing but having the national headlines dominate the narrative stating that Realtors are of little value, are paid too much, 'trick' clients into

paying high commissions, collude with other Realtors to set commissions and that Realtors can easily be replaced with technology is not only defaming our industry but threatening its very existence, and by extension, the clients we serve.

The Nominations Committee will check with your Local Association Executive to broaden your background review. Do they have permission to contact your current broker/manager?

Yes

1. What do you think are the key issues facing the Association over the next two years?

Changing the narrative regarding Realtors and the real estate profession overall and strengthening WR's relationship with local associations and brokerages as to the value of being a Realtor and being a part of the association.

2. Please offer solutions or address the key issues you've listed above.

Like the Consumer Campaign that we invested in to educate the public that WR advocated for written agency agreements and transparency, we need to be better as Realtors at educating our clients as to the value we provide. We can't just fix problems and put out fires behind the scenes in a transaction and then celebrate at the closing table with the client while they think everything was smooth and easy. We need to tell consumers what we do - all of it. Not in an alarming way but just letting them know what happened, how we dealt with it and the results we achieved. We are our own worst enemy as the better we are, the easier we make it look to an outsider. We need to share with clients all the effort that goes into having a successful transaction! Also, Realtors are incredibly generous with our time and money in volunteering and supporting terrific non-profit organization in our community. We are incredibly modest about what we do. I understand that sentiment about not being boastful, but we need to share with the public that "We R Community!" We give back in so many ways but the general public has no idea what we do. That would go a long way to changing the narrative about Realtors.

As to local associations and brokerages, developing close relationships with DBs who are on the front lines is critical. The group calls are important and should be continued. Other outreach is needed to determine if there are unmet needs. Do we survey DB's and ask what is important to them in this turbulent time? Do they need other resources? Do they need help framing the value proposition of what it means to be a Realtor? Are there other organizations like CRS, SRES etc that we could partner with to

deliver value to the DB's for the benefit of their agents? There are so many possibilities.

3. In previous leadership positions how did you handle instances of budget surplus or deficit?

For surpluses, we looked at how we are delivering value to our members while sitting on a lot of money. The decision was to upgrade our building (which we owned F&C) so that we could host our own classes, offer it for community events and have the MLS co-locate with us and be a renter to us. It was important that we 'walk the talk' on real estate investment and create long term value with our member dollars in a stable and needed investment. As to a deficit, a critical assessment of staff needs helped to reorganize our organization, business structure and a review of sources of non-dues income was evaluated. As painful as it was, staff cuts were a part of the decision. Also, we no longer do we give 100% of the surplus in events to non-profits events. We take a % of the profits to help pay for the staff time and effort to put on such events. Plus, our education classes have to turn a profit for the association as that is a great value to our members. Modest increases in dues have to be factored in as well with rising costs of everything from taxes, insurance office supplies and utilities.

4. What steps can WR take as a leadership position to ensure that REALTORS® are the source of information for the real estate industry in the state of Washington?

Create talking points that can be distributed to local Associations on the value of being a Realtor and how Realtors provide value to clients and communities. It could be just forwarding some of the information from NAR but it must include the leadership our state has in leading the nation as to written agency agreements and transparency in our fee structure.

5. How are you going to keep Directors involved in committees?

Continuing to use Zoom technology for meetings in between conferences is vital. Building personal relationships with local association leadership is critical. Asking members questions about their service will not only show appreciation for their involvement but allow for valuable feedback on how WR functions and what we can do to improve. Being available to those members for conversations is so important in addition to the leadership resources that Washington Realtors can provide.

6. How will you effectively deliver the information you receive from the committees to the Directors and members?

The AE's certainly need to be included along with local Association Presidents in the communications from the committees. The President and the AE can then set their own board agenda and review the information in the board meetings. Local Presidents and AE's could also take the message out to brokerages in their association either through the DB's and/or at the respective brokerages sales meetings. This would have the added benefit of strengthening the ties with the local association with the brokerages and show the value of membership as a Realtor.

7. Are you signed up on the NAR "Calls-to-Action"?

Yes

8. How do we convey to members the importance of responding to "Calls-to-Action" on Legislative issues?

I personally have spoken up at our sales meetings about our Calls to Action. Several years ago I touted the Call to Action to my colleagues and WR was successful in getting a bad bill tabled. I shared with my colleagues that numbers matter! Big numbers of people objecting to a bill get the attention of the legislator and it makes a difference!

9. Why are you seeking this position and what is your vision for the Association?

I believe I have the background and experience to lead the Association with a positive outlook for the future. I believe we can change the negative press by telling OUR story. We need to share with consumers ALL of what we do (all the problem solving and all the fires we put out to bring a transaction to a successful close, 24/7 availability etc.) to show the value we provide for their benefit AND we need to tell the public of how we are dedicated to the community in our volunteerism and the monetary support we give our community non-profits. Imagine if we totaled up ALL the volunteer hours and ALL of the money donated to charity from ALL the Realtors in the state. It would be STAGGERING! Realtors make a huge impact on our community but if we don't tell anyone, no one really knows about it.

10. If you are not elected, what do you see as your role with the Washington REALTORS® in the future?

I will never stop advocating for private property rights and how our industry helps people achieve the American Dream.

11. Are you willing to support and defend, if necessary, the Washington REALTORS® position, legislative or otherwise, even though you personally disagree with the Association's adopted positions or policies?

Yes

Name

Eric Johnson

Company

Century 21

Title

Broker/Owner, past VP of Government Affairs

Contact #

509-951-9331

Email

ERic@21goldchoice.com

Statement in support of candidate:

I wholeheartedly endorse MaryKay for the position of 1st VP of Washington Realtors. Having collaborated with her on numerous committees and observed her in diverse leadership capacities over the years, I've consistently been impressed by her adeptness in handling challenging subjects and articulating them with clarity. I have full confidence that MaryKay will excel in guiding and advocating for the Washington Realtors.

Best of luck MaryKay!! I truly believe you are the best candidate.

Name

Karen Schweinfurth

Company

ReMax

Title

WR President 2016 and REMax Broker

Contact #

425-481-8888

Email

karenschwein@gmail.com

Statement in support of candidate:

It is with great honor and pride that I recommend Mary Kay Robinson for the position of First Vice President of Washington Realtors. I met Mary Kay during my term as Washington Realtors President in 2016. She is enthusiastic, has a bubbly personality, is knowledgeable about government and is knowledgeable about the different facets of our Association. I watched her grow through these years refining her leadership skills to bring her to the pinnacle of her service with the Association. She has an abundance of goodness in her heart that makes her the perfect servant leader. She is the "Right Choice At The Right Time".....I gladly endorse Mary Kay Robinson and YOU should too.

Warm Regards,

Karen Schweinfurth, Washington Realtors Past President 2016

Name

Cheryl O'Brien

Company

John L Scott

Title

Broker, Past Chair of Legislative Steering Committee and VP of Government Affairs

Contact #

253-223-1474

Email

cherylobrien@johnlscott.com

Statement in support of candidate:

What can I say about MaryKay Robinson!

She has the experience we need at the time we need it! She checks all the boxes!

Past Local President, Past VP of Government Affairs for WA REALTORS, Current Treasurer for WA REALTORS,

Not to mention one of the most thoughtful, knowledgeable and kind REALTOR advocates we have.

We are in challenging times for Real Estate and MaryKay has the experience and attitude to help guide us through.

We need a President that can work with our Advocacy & Budgetary concerns while seamlessly,

working with our staff, our members and the public to build a strong future for our association.

I fully support MaryKay Robinson and would urge you to look at the Big Picture for the Future of our Association!

Please upload your best photo of yourself.



[Mary Kay Robinson 1 Card.jpg \(https://s3.amazonaws.com/pf-user-files-01/u-28033/uploads/2024-04-26/mu03oa0/Mary_Kay_Robinson_1_Card.jpg\)](https://s3.amazonaws.com/pf-user-files-01/u-28033/uploads/2024-04-26/mu03oa0/Mary_Kay_Robinson_1_Card.jpg)

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