

PAAR 2024 First Vice President Application

The following are responses to the candidate application to serve on PAAR's Board of Directors. The answers contained within are directly provided by the candidate.

Personal Information	
Name:	Cindy Eastwood
Firm Name:	West USA Realty of Prescott
Current position held (Owner, Broker, Salesperson, etc.):	Owner, Designated Broker
Profile of current real estate activities (Residential brokerage, commercial brokerage, property management, appraising, developing, etc.):	Residential Brokerage
Member of what local board(s)/association(s) of REALTORS®:	PAAR, WeServ, PAR, SVVAR
What is the largest organization for which you have been an elected officer? Please include when, how many members this organization had, and any offices held.	PAAR Board of Directors - 1800 members - Director

Leadership Experience	
Leadership positions and years held, and principal services rendered in the following:	
Prescott Area Association of REALTORS®:	PAAR BOD - Director 2 years
Other local associations of REALTORS®:	None
State Association of REALTORS®:	AAR BOD - Director 1 year
National Association of REALTORS®:	None

Committee Experience

Committee experience and years participated, and principal services rendered in the following:	
Prescott Area Association of REALTORS®:	Education Committee 2 years, Business Services Committee 1 year
Other local associations of REALTORS®:	None
State Association of REALTORS®:	None
National Association of REALTORS®:	None

Additional Information

Leadership positions and years held, and principal services rendered in other areas of business, the community and civic organizations:	ACMSA-Event Volunteer , Relay 4 Life - Team Coordinator, PTA - Treasurer, Verrado - Community Volunteer
What are the major challenges and opportunities facing PAAR today and what suggestions do you have to resolve these matters?	Embracing industry changes and navigating AI's face-paced impact on our members. Stay up to date with the latest advancements and establish a process to keep members informed. Share experiences, exchange ideas and collaborate on AI-related projects to foster growth and knowledge.
What opportunities do you envision for the association's future?	PAAR possesses a unique opportunity to actively involve its members in creating additional value for both their businesses and the community. By capitalizing on this opportunity to engage members and foster value for members businesses, PAAR stands to significantly shape the future of the organization.
Describe your perception of the role of the PAAR First Vice President and the reasons you believe you are qualified to serve in this position. Include your strengths that would be an asset to the Association:	PAAR First Vice President will serve as a member of the Executive Committee and BOD, providing support for the President. Additionally, the FVP will likely participate in a Task Force group or serve as a Liaison for a PAAR committee. Having served the association for the past 3 years, I have an understanding of the organization. I am well-equipped to contribute to informed decision

	making and identify opportunities that empower members with the knowledge and skills essential for thriving in our industry.
Is there anything else you would like to add to your application?	I think that it is important to continue to be actively engaged in leading PAAR to further enhance member satisfaction, build stronger community bonds, retain and grow PAAR membership base and foster a positive reputation to ensure a prosperous and impactful future for the organization.

The candidate affirms that: 1) to the best of their knowledge, the above information is true and complete; 2) they are actively engaged in the real estate business; and 3) they are a member in good standing with the Prescott Area Association of REALTORS®.

Views expressed by candidates are wholly their own and do not necessarily reflect the views or opinions of the Prescott Area Association of REALTORS®.