

PAAR 2024-2026 President-Elect 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:	Kayla Stazenski
Firm Name:	Realty Executives
Current position held (Owner, Broker, Salesperson, etc):	VP Northern Region, salesperson
Profile of current real estate activities (Residential brokerage, commercial brokerage, property management, appraising, developing, etc.):	Residential
Member of what local board(s)/association(s) of REALTORS®:	PAAR
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 2000+ members. 2021-current
Are you financially prepared and willing to be away from your business for varying periods of time of during the next three years?	Yes
AAR and NAR meetings may last up to seven days each. Are you prepared and willing to be away from your home and business this frequently for this length of time?	Yes
Are you willing to accept appointments to and work on AAR/NAR committees?	Yes

Leadership Experience	
Leadership positions and years held, and principal services rendered in the following:	
Prescott Area Association of REALTORS®:	PAAR BOD Director 2021-2023

Other local associations of REALTORS®:	WCR Events director BOD. 2020-2021
State Association of REALTORS®:	None
National Association of REALTORS®:	None

Committee Experience

Committee experience and years participated, and principal services rendered in the following:	
Prescott Area Association of REALTORS®:	MLS Committee 2020-2021. Community outreach committee 2021-2023
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:	CEO of Keller Williams Southern AZ 2019. 2020-current Vice President Northern Region, Realty Executives AZ Territory. President Chino Valley Safe Grad night, 2022. CASA for Kids foundation Board Director. 2022-2023
What are the major challenges and opportunities facing PAAR today and what suggestions do you have to resolve these matters?	One of the main challenges facing our industry I believe is a lack of education going out to the public surrounding Real Estate at a local and national level. In the last several years the media and social media has been painting a very negative picture of our industry. PAAR in the last year has been doing an excellent job at upping our involvement in the community and I think we have a ton of room to grow what has been started. I would like to see the association get involved more with the cities and towns when it comes to advocating for property rights, smart growth, affordable housing etc. After all, who knows more about what the community needs when it comes to housing than it's local Realtors? Realtor's should be leading these discussions with real hyper local information

	<p>and taking advantage of the many programs NAR offers for community outreach as well. Another challenge the Association has been facing is Member engagement. Since 2020 member engagement has significantly fallen. Working on the PAAR Board of directors the last 2 years and running a local brokerage myself I have personally witnessed the decline of members getting involved. I believe it is crucial to maintaining our industry professionalism that it's members stay engaged with it's association. Education is a very big piece of this puzzle. PAAR again has been doing an excellent job the last few years at ramping up it's offered education, and with the help of our new building we can continue to grow and provide more of what our Realtor's need.</p>
<p>What opportunities do you envision for the association's future?</p>	<p>As a current BOD member I've been researching AI when it comes to Real Estate and looking into different programs that might benefit PAAR members. As AI continues to grow I think there are ways PAAR can use it to our members advantage. Technology is always on the top of the list when it comes to upcoming opportunities, I would like to see PAAR be more active in the research of technology for it's members.</p>
<p>Describe your perception of the role of the PAAR President-Elect and the reasons you believe you are qualified to serve in this position. Include your strengths that would be an asset to the Association:</p>	<p>As PAAR President elect it will be my responsibility to gain as much information as possible to make sure I am ready and educated to transition into the roll of President in 2025. In 2019 after 14 years serving the quad-cities as a Realtor I was wanting to shift more into leadership and giving back to my industry. I accepted the role as CEO of Keller Williams Tucson where I moved for 1 year before deciding that I'm indeed a Prescott girl through and through and Tucson just wasn't for me! I came back to Prescott in January 2020 where I have been VP or Realty Executives serving all our Northern AZ offices from Pinetop/Payson/Sedona Verde Valley and the Prescott area. Since 2019 I've been building my leadership skills and getting more involved with PAAR's committees and Board of Directors. As volunteers we all get involved because we care and want to make a difference. Running for President Elect is no different for me. As a local Realtor for 18 years I feel I have a good grasp</p>

	on what challenges we face as Realtors and I'm constantly working within my brokerage to provide advocacy and solutions for my agents. I look forward to using the skills and passions I've developed for being an advocate for Realtors the last 5 years to help all of PAAR's members.
Is there anything else you would like to add to your application?	-

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®.